VOGUE



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JUNE · 1 · 1934 · BEAUTY NUMBER · PRICE 35 CENTS

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You can't be blamed for dreaming about Hawaii. You've doubtless read much and heard much about the islands of year-'round-May. In fact, Waikiki has become a symbol of smart beach pageantry, languorous ease, and colorful sports found only on its coral shores. Plaintive Hawaiian melodies have won a permanent place in the heart of the world.

Men and women everywhere turn longing eyes towards these flower-garlanded isles of the mid-Pacific, and plan to go there some day. No good reason for deferring any longer. Every good reason to make that "someday" *now...this summer.*

The best time of the year, in the opinion of those who live in Hawaii, is summer. To be sure, always there are flowers, as always Hawaii is beautiful. But when summer comes, the islands fairly bury themselves in blossoms of every hue and scent, as the mingled fragrance of the cooling trade winds reminds you.

The time of getting there is now reduced to five pleasure-crowned days... from San Francisco, Los Angeles or Vancouver, B. C. And world-famous ships provide unusually low fares.

The cost as low as $110 First Class!...$75 Cabin Class! one way from the Pacific Coast. Rail fares are reduced and Pullman surcharges discarded. Furthermore, no passports, exchange, or customs annoyances.

And, let us remind, there are four acts to thrilling Hawaii... the islands of *Oahu, Hawaii, Maui, and Kauai*...with superb inter-island communications by airplane and steamer. Ample hotel accommodations at reasonable figures.

Stop mere dreaming *about* Hawaii. Around the corner is your travel agent. He has a new free booklet* whose statistics even will urge you to *do some dreaming in Hawaii this summer.* Or kindly write for details to the Hawaii Tourist Bureau.



HOW LONG ARE YOU GOING TO "DREAM ABOUT" HAWAII

HAWAII TOURIST BUREAU

221 Market St., San Francisco *702 West 10th St., Los Angeles*

A community organization with headquarters in Honolulu, for the dissemination of free, authoritative information about the entire Territory of Hawaii, U. S. A.

**For a larger book, copiously colored, with maps and pictures . . . send 10¢ to cover mailing costs.*

Best's Outfits the Children for Sunning and Swimming

MODEL 168—For boys, this wool suit for sunning or swimming has crossed straps front and back and nothing else above the waist! Red, royal, white, canary. Sizes 4 to 10. **2.95**

MODEL 169—Striped basque shirts to match the suit come in royal and yellow, canary and brown, red and white, or navy and white. Sizes 4 to 12. **2.95**

MODEL 170—Roman stripes around the middle are greatly favored by the sun suit set. Cotton knit in white, yellow, or copen. Sizes 1 to 8. **1.65**

MODEL 171—Let the sun shine, and the water splash! This one-piece play suit is our famous Everfast poplin, sunfast, tub-fast, pre-shrunk. White, blue, green, or suntan. Sizes 4 to 10. **3.45**

MODEL 172—Beach "pajamas" in cotton jersey with detachable striped top. Red and white top with red pants, or navy and white top with navy pants, sizes 2 to 3x. Navy pants with red and white, or navy and white top, in sizes 4 to 10. **2.95**

MODEL 173—The men of the family go in sans tops this Summer! Navy or maroon high-waisted swimming trunks with snug fitting band. Sizes 4 to 16. **2.25**

MODEL 174—The very young wear a pair of French jersey shorts and nothing else! White with turquoise band, turquoise or Castilian red with white. Sizes 1 to 8. **2.50**

MODEL 175—Nautical sun suit in Everfast piqué with rope straps. Red or navy with white anchors. Sizes 1 to 3x. **1.45**

MODEL 176—Everfast piqué hat with 2- or 3-inch brim, white, pink, or blue. Sizes 19½ inches to 21 inches. **2.50**

MODEL 177—Ship Ahoy, a nautical sun suit in striped crinkled crêpe that requires no ironing. Red or blue with contrasting stripes. Sizes 2 to 3x. **1.15**

MODEL 178—White Everfast piqué hat with button-on crown. Head-sizes 19½ to 21 inches. **1.95**

MODEL 179—"Baby pants" are the fashion for younger or older girls. These tie snugly at the waist. Wool knit in white, navy, or turquoise. Sizes 2 to 8. **2.95.** Sizes 10 to 16. **3.95**

MODEL 180—The halter top to wear with "baby pants" is of French jersey in white, or in turquoise or castilian red with white edge. Sizes 2 to 16. **1.75**

MODEL 181—Mama and daughter both adore Best's *Skipper Fashions! Daughter's version is a two-piece play suit with pleated shorts. Everfast broadcloth in white or copen with navy sailor collar. Sizes 4 to 10. **2.95**

*Reg. App. For

GARDEN CITY

MODEL 182—You can combine these separate knit shorts with a variety of tops. The shorts in navy or red with white-trimmed simulated belt, or in white with red, or copen with navy. Sizes 2 to 14. **2.50**

MODEL 183—And here's the St. Tropez knit halter that ties in back. Copen or red with white stripes. Sizes 6 to 16. **1.75**

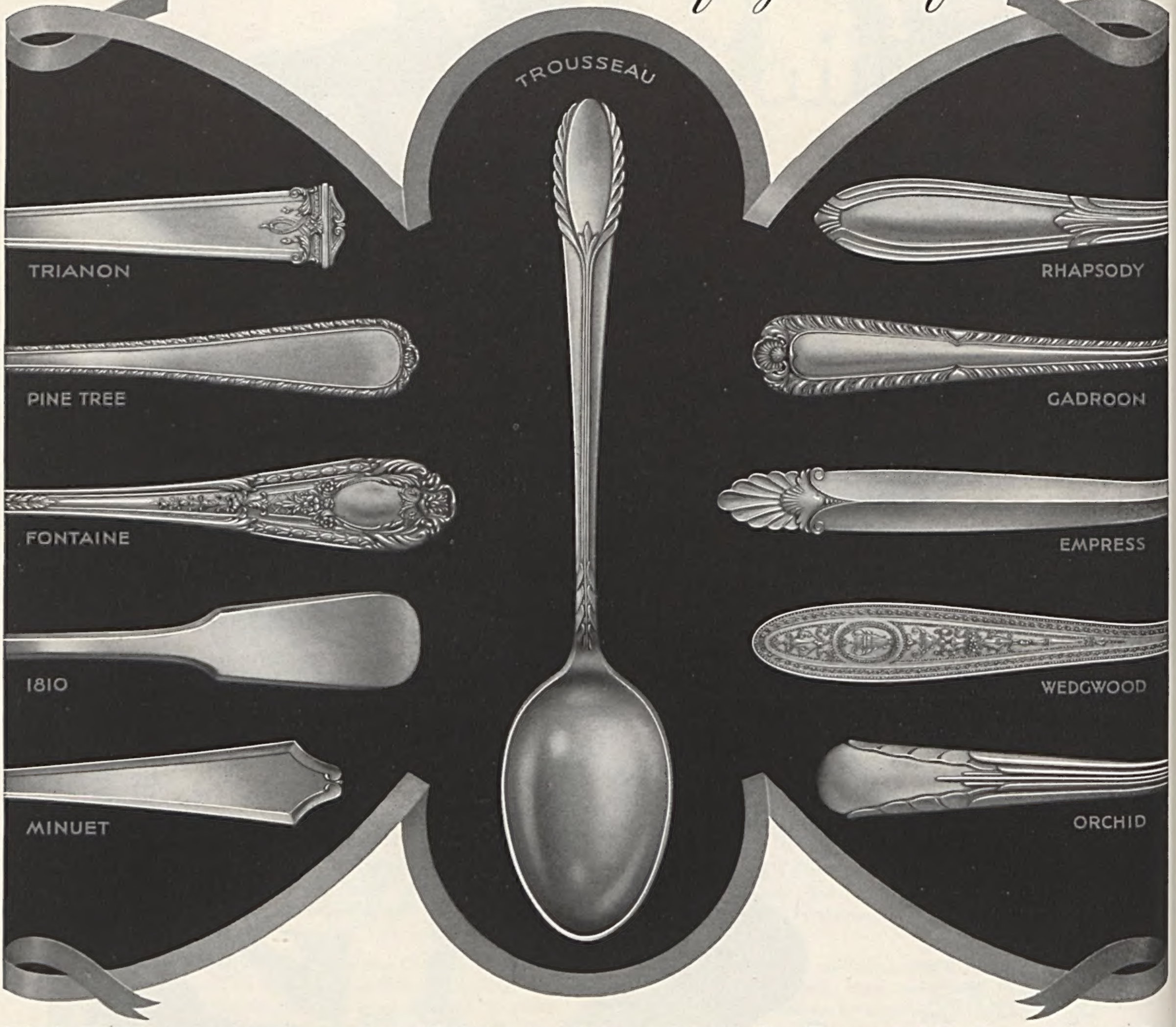
MAIL ORDERS FILLED

Best & Co.

FIFTH AVENUE AT 35TH STREET

MAMARONECK EAST ORANGE BROOKLINE ARDMORE

One of these will be the LOVE *of your life*



Which of these Sterling silver designs is *yours?* To which one do you respond because it expresses you, and the setting you have created for yourself?

Is it *Trousseau* — International Sterling's newest? Trousseau is a modern classic, designed in today's new spirit of gracious living. But if you prefer the austere beauty of Early American design, your choice will be *Minuet* — or *1810* — or *Pine Tree.*

Ask your jeweler to show you all these Sterling patterns — in flatware and hollowware. The prices are pleasantly moderate. For instance, six teaspoons, regular weight, are priced as follows: Rhapsody, Wedgwood, 1810, Pine Tree — $7.50; Minuet, Trousseau — $8.50; Gadroon — $9.00; Orchid, Empress - $9.50. Fontaine, Trianon $10.

Write to us for booklet, giving complete description and prices of these patterns.

INTERNATIONAL SILVER COMPANY
Sterling Silver Division
WALLINGFORD CONNECTICUT

INTERNATIONAL STERLING

VOGUE
June 1st, 1934

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Vol. 83 No. 11
Whole No. 1485

B. ALTMAN & CO.



if it's at Altman you know it's correct . . .

brilliant cotton plaids form a striking alliance with plain white linen.

A jacket dress worked out two ways in this combination. Sizes—14 to 20.

SPORTS SHOP
THIRD FLOOR

Colors—blue, red, or brown plaids with white linen. Either way 22.75

Fifth Avenue . . . New York . . . Shops at . . . East Orange . . . White Plains

Shalimar Powder pays tribute to Loveliness

To the woman who treasures a lovely skin... the quest for perfect powder to adorn it... ends with the discovery of Shalimar. Guerlain has blended this marvel of eiderdown softness. Its texture... delicately smooth... holds to your cheek for seemingly endless hours. And its natural tints excel in subtle flattery. For blonde or brunette, there's a glow of rose-petal radiance in Shalimar's new Tea Rose shade. At all the smarter shops. In the imported French packages which hold considerably more powder than the usual powder box. $1.75



BONWIT TELLER'S
Chronicle of Fashion

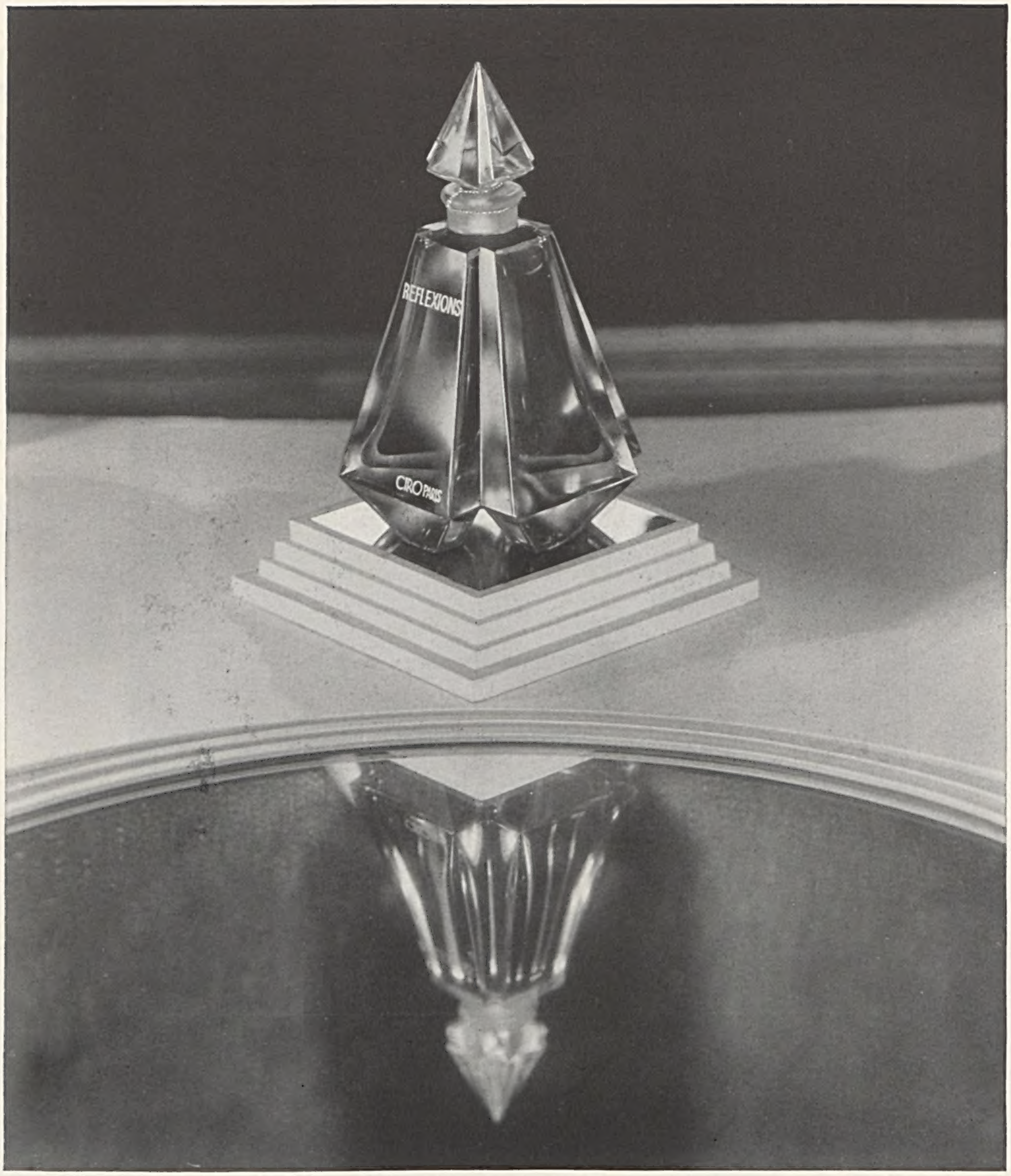


"Designed and Made by Bonwit Teller"

● You will find this label on many of the new dresses in the Bonwit Teller collection. It means that our own staff of clever young designers created the model, that it is made in our own workrooms and that it will not be found anywhere else—our way of dealing with the problem of having exclusive ready-to-wear fashions. This printed net over white taffeta is typical of the collection.

GOWNS—SIXTH FLOOR

BONWIT TELLER
FIFTH AVENUE AT FIFTY-SIXTH



"REFLEXIONS"

BY PARFUMS CIRO

PARIS





COOL CONTRIBUTIONS to mid-summer chic in Crepe Ruanda of "Acele," the luxury yarn of fashion. Water-lily dull, with a deep, fine-bodied texture, it is refreshingly new and eminently suited to hot, languorous days. Left: Hip-length coat, cross tucked motif, covers a slim, cape sleeved frock, surplice bodice. Sizes 36—46, 29.75. Right: Cape sleeves, collar and soft wide revers embroidered in soutache and eyelet. Sizes 36—46, 25.00. In white and pastels.

LORD & TAYLOR

DUPONT
ACELE
Reg. U. S. Pat. Off.

"Acele" is the registered trademark used by Du Pont to designate its cellulose acetate yarn.

YOU'LL FIND THESE FASHIONS AT MARSHALL FIELD & COMPANY, CHICAGO; THE BLUM STORE, PHILADELPHIA; JAYS, BOSTON; THE HIGBEE COMPANY, CLEVELAND; THE W. I. ADDIS COMPANY, SYRACUSE; JULIUS GARFINCKEL & COMPANY, WASHINGTON, D. C.



PERFUME (AND POWDER) FOR A CONNOISSEUR

You may be a connoisseur of all the seven arts . . . and it will profit you less, in the end, than knowing what perfume to spray in your hair. "Fragrance," the newest Yardley odour, is brilliant, prismatic, modern . . . like a diamond's flashing fire . . . a perfume for a new age, and a new generation. • There is also a face powder, "Fragrance," with the same delightful perfume, and all the other attributes that make a face powder perfect: fineness of texture, precision of tint, correctness of weight. Besides which, the box itself is something to remember. And if you believe in doing things *very* thoroughly, the "Fragrance" odour may be had in a whole series of things . . . dusting powder, bath salts, sachet, and talc. The price is $1.65 for the dusting powder, and $1.10 for each of the other three. • Yardley & Co., Ltd., 620 Fifth Avenue (Rockefeller Centre), New York; in London, at 33, Old Bond Street; Paris, Toronto, Sydney.

BY APPOINTMENT TO HER MAJESTY THE QUEEN OF ENGLAND



"Fragrance"

A PERFUME BY YARDLEY

The perfume, "Fragrance," in the $8.25 size; it may also be had at $1.10, $2.20, and $4. The "Fragrance"-perfumed face powder comes in six tints. Natural, Rachel, Medium Rachel, Deep Rachel, Suntan, and English Peach. $1.10.



GOOLD STUDIOS

The jabot ripples its frivolous way across the blouse, with nothing more than a tailored bow for restraint. Could we show you the confectioner's pastels in which it comes, you'd admit this cotton lace frock looks good enough to eat. In natural, peach, nile, maize and powder blue. Sizes 14 to 42. $12.75. (Canadian Price $16.75)

Let the barometer soar, if you own a dress like this, you'll be cool and contented in town or country. It is cord embroidered voile with white pique adding its magic crispness. In navy, brown, copen, coral, nile, and black with white; and in white with white. Sizes 14 to 42. $13.75. (Canadian Price $16.75)

Its bateau neckline is a direct invitation for pearls and the fine quality of its embroidered net will add to your feeling of grandeur. We know of no summer frock in which you can look so rich for so little on so many occasions. In white, pink, powder blue, maize and nile. Sizes 12 to 42. $12.75. (Canadian Price $16.75)

GOLFLEX

AT LEADING STORES THROUGHOUT THE COUNTRY

CREATED AND DISTRIBUTED IN THE U. S. BY JOHN L. WILKIN, INC., 498 SEVENTH AVENUE, NEW YORK, AND IN CANADA BY GOULD SAMUEL & COMPANY, LTD., MONTREAL

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WALK·OVER'S *Gay white way*

TO SUMMER CHIC

• The smart Summer idyl—1934 version—is not a scene of idleness. You're going to have a lot of active fun. We had that in mind when we designed these shoes. All-white or with a new dash of contrast—cool, gay, light. And made on such intricately balanced lasts that you'll be free from all the petty annoyances of misfit that are so often exaggerated into calamities by Summer heat and activity. You'll go gaily on your way.









A—1934 CABANA* Step-in. Breeze-blown with perforations that pierce the soft kid lining. White calf . . . $8.50

B—SKIPPY. White Velbuck with Biscay brown calf trim. And brown and beige checker piping $7.50

C—1934 CABANA Strap. White calf. gaily and coolly perforated . . . $8.50

D—TAM. Genuine white pigskin with brown calf saddle and inter-lacing. Unlined and perforated. Soft toe. $7.50

Photographed—The 1934 Cabana Step-in selected by Schiaparelli for her Paris Opening. Worn with rough white Schiaparelli suit from Davidow. And a chic cartwheel hat by Lilly Daché.

*REGISTERED U. S. PAT. OFF. DESIGN PAT. D91349

WALK·OVER

510 FIFTH AVENUE

Paris: 34 Boulevard des Italiens
London: 372 Oxford Street, W. 1



THIS DAINTY SHOCK ABSORBER THAT DOUBLES THE WEAR

A tremendously simple thing, the way this device banishes runs and wrinkles by removing their cause. A little "Lastex" is knitted in rows somewhere between garter and knee. Result, a soft and flexible section that takes the strain of every move and posture. Upon this airy anchorage the whole stocking rides safely. While the "Lastex" effect holds your stocking smooth and smart without pulling anywhere. Your legs always look their loveliest. So your modiste is satisfied. Your stockings last twice as long, conservatively speaking. So your banker is placated. Rather a good day's work for a few silken strands of the "Fourth Dimension of Fashion," as the stylists call it. "Lastex," 1790 Broadway, New York City.

Ask for

Gordon

"NE-FLEX"

or

Vanity Fair

"KNEELAST"

Hosiery with "Lastex" at leading stores anywhere. Chiffon, service and sports weights, in all popular shades and styles $1.35

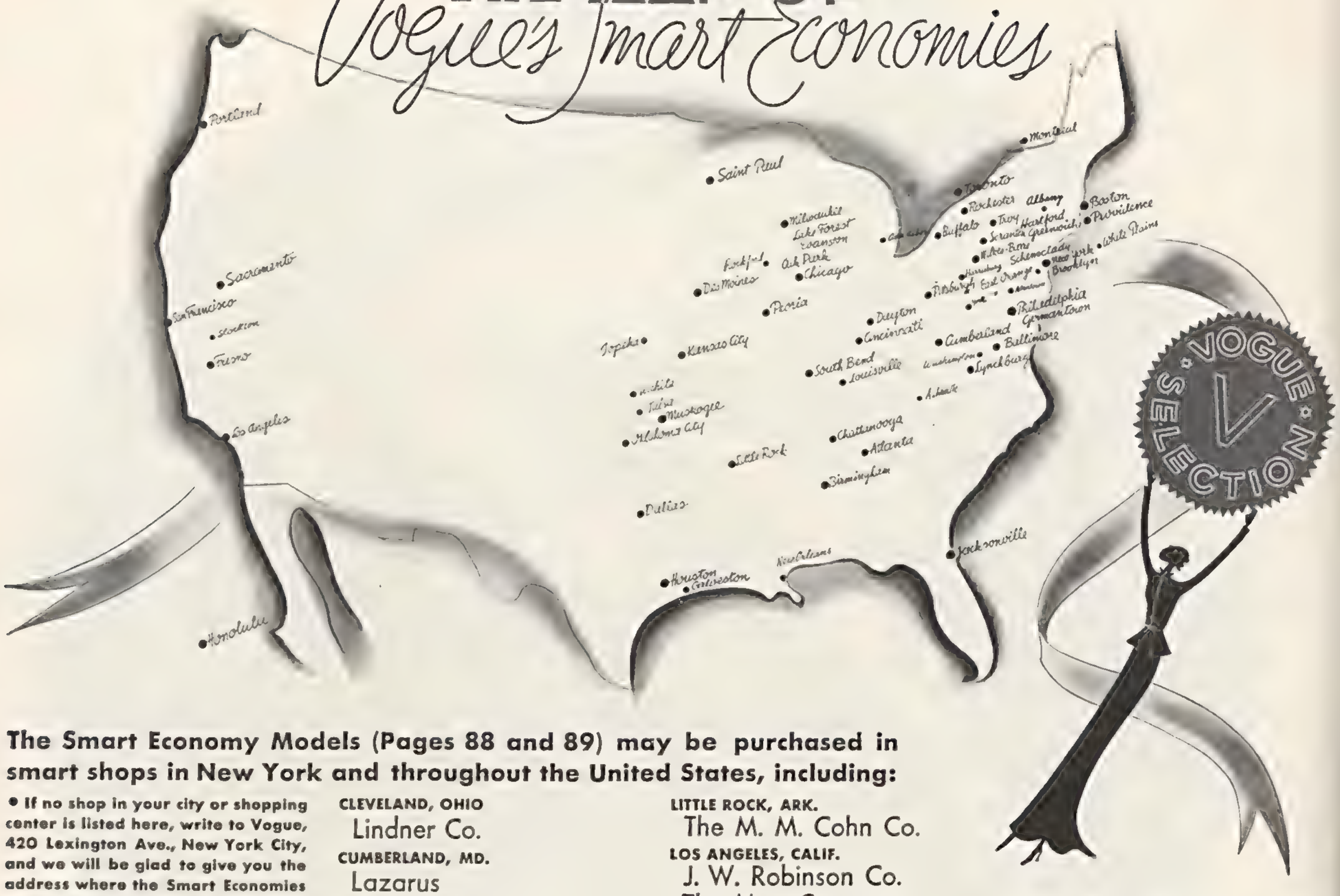
NRA

Lastex

REG. U. S. PAT. OFF.

THE MIRACLE YARN THAT MAKES THINGS FIT

THE MAP OF *Vogue's Smart Economies*



The Smart Economy Models (Pages 88 and 89) may be purchased in smart shops in New York and throughout the United States, including:

• If no shop in your city or shopping center is listed here, write to Vogue, 420 Lexington Ave., New York City, and we will be glad to give you the address where the Smart Economies are available. Be sure to state what model or models you are interested in. Enclose stamped, addressed envelope.

ALBANY, N. Y.
W. M. Whitney & Co.

ALLENTOWN, PA.
Hess Bros.

ANN ARBOR, MICH.
Wm. Goodyear & Co.

ASHEVILLE, N. C.
Jean West

ATLANTA, GA.
Davison-Paxon Co.

BALTIMORE, MD.
Hochschild, Kohn & Co.

BIRMINGHAM, ALA.
Burger-Phillips Company

BOSTON, MASS.
R. H. Stearns Company

BROOKLYN, N. Y.
Frederick Loeser & Co., Inc.

BUFFALO, N. Y.
Jenny Co., Inc.

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Miller Bros. Co.

CHICAGO, ILL.
Marshall Field & Co.
Carson Pirie Scott & Co.

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Irwins and Klines

CLEVELAND, OHIO
Lindner Co.

CUMBERLAND, MD.
Lazarus

DALLAS, TEXAS
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The Elder & Johnston Co.

DES MOINES, IA.
Younker Brothers, Inc.

EAST ORANGE, N. J.
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EVANSTON, ILL.
Marshall Field & Co.

FRESNO, CALIF.
Bruckner's

GALVESTON, TEX.
Donna May Shop

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Robert Cherry Sons

GREENWICH, CONN.
Franklin Simon & Co.

HARRISBURG, PA.
Worth's

HARTFORD, CONN.
G. Fox & Co.

HONOLULU, HAWAII
The Liberty House

HOUSTON, TEXAS
The Patio Shop

JACKSONVILLE, FLA.
Cohen Brothers

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Marshall Field & Co.

LITTLE ROCK, ARK.
The M. M. Cohn Co.

LOS ANGELES, CALIF.
J. W. Robinson Co.
The May Company

LOUISVILLE, KY.
Byck Bros. & Co.

LYNCHBURG, VA.
J. R. Millner Company

MILWAUKEE, WIS.
Gimbel's

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Henry Morgan & Co., Ltd.

MUSKOGEE, OKLA.
B. E. Spivy Co.

NEW ORLEANS, LA.
Gus Mayer Co., Ltd.

OAK PARK, ILL.
Marshall Field & Co.

OKLAHOMA CITY, OKLA.
John A. Brown D. Gds. Co.

PEORIA, ILL.
Block & Kuhl Co.

PHILADELPHIA, PA.
The Blum Store
B. F. Dewees

PITTSBURGH, PA.
Joseph Horne Co.
Kaufmann's

PORTLAND, OREGON
Meier & Frank Co.

PROVIDENCE, R. I.
Gladding's

ROCHESTER, N. Y.
McCurdy & Co.

ROCKFORD, ILL.
Guest House Shops

SACRAMENTO, CALIF.
Hale Bros. Inc.

SAINT PAUL, MINN.
The Golden Rule

SAN FRANCISCO, CALIF.
City of Paris D. Goods Co.
The White House

SCHENECTADY, N. Y.
H. S. Barney Co.

SCRANTON, PA.
The Heinz Store

SOUTH BEND, IND.
George Wyman & Co.

STOCKTON, CALIF.
Levinson's Dress Shoppe

TOPEKA, KANS.
The Crosby Bros. Co.

TORONTO, CANADA
Robert Simpson Co., Ltd.

TROY, N. Y.
G. V. S. Quackenbush Co.

TULSA, OKLA.
Brown-Dunkin Co.

WASHINGTON, D. C.
Julius Garfinckel & Co.

WHITE PLAINS, N. Y.
B. Altman & Co.

WICHITA, KANS.
The George Innes Co.

WILKES-BARRE, PA.
The Isaac Long Store

YORK, PA.
Worth's

Buxton presents a new and practical pocket accessory for Men . . .

• Outstanding in sheer good looks and equally practical, these new Ascot Pocket Cases compliment your taste and judgment. Plenty of room for papers, letters, checks, etc., yet easy to classify through the contrasting leather of the smart "cutaway" design. Deep inside pocket. A regular filing case, but wafer-thin and flexible. Every inch thoroughbreds, Ascots are beautifully finished in fine selected leathers.



(Above) Mprocco Pocket Case, $7.50
(Left) Pigskin Pocket Case, $10 . . .
Others from $5

• The companion piece Ascot Bill Fold carries out the same distinctive design. Finely tooled edges —Buxton precision workmanship throughout. Pocket cases in a variety of fine leathers, priced from five dollars upward. Bill folds to match begin at two-fifty.

Mandalay Goat Bill Fold, $2.50 . . .
Others up to $10

ASCOT
MADE BY BUXTON



"I've bought fine pocket cases in London and Paris, but none could touch my new Ascot for good looks or usefulness."

"No more bulging pockets—my Ascot 'gives' to accommodate everything. Never bulky, slips easily in and out. Handy, too!"

"I have found Ascots to be the answer to my 'gift-problem prayer.' They're a man's idea of what a woman ought to choose."

"Here's what I call a knock-out. Longer wearing—no fabric lining to wear out. And I've got a great Key-Tainer to match."

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. $10 to $12.

COLORADO

Denver

Brown Palace Hotel. Denver's traditional best. Plan your Colorado trip at Denver, where travel services have all facts at first hand.

Evergreen

Troutdale-in-the-Pines. 140-room hotel, 35 rustic cabins. Cool, healthful climate. Every sport and mountain recreation. Write for literature.

CONNECTICUT

Greenwich

Kent House. Open May to November. Exclusive clientele. Suites with private balconies. Golf and swimming privileges. Address Halsey Kent.

Old Lyme

Boxwood Manor. Lovely inn on New England coast between New Haven & New London. Enchanting gardens. Golf, saddle-horses, ocean bathing. DOWS.

Sharon

Bartram Inn. Recommended to those seeking quiet. A retreat of serene charm in a beautiful village only 87 miles from New York. Excellent food.

DISTRICT OF COLUMBIA

Washington

The Raleigh Hotel. New management. Across Pennsylvania Ave. from new Government Buildings. All rooms with tub & shower. $3. one, $5.-$8. two, E. P.

The Willard Hotel. For comfort, distinction and convenience for as long as you are in Washington. $4. one, $6. two up.

INDIANA

French Lick

French Lick Springs Hotel. Smart—Sophisticated—Spa—Attractions. Europe's famous pleasure & health resort. Climate ideal. Home of Pluto. Amer. Plan.

MAINE

Poland Spring

Poland Spring House. Mansion House. June 23 to Oct. Where hospitality is truly a fine art. Real comfort. Homelike atmosphere. Unsurpassed table.

Prout's Neck

The Willows. Distinctive seashore resort. Famous for comfort, courtesy and cuisine. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

York Harbor

Marshall House. Also the Emerson and cottages. Beautiful situation. Modern throughout. Highest standards. Exclusive clientele. Golf, tennis, bathing.

MASSACHUSETTS

Beach Bluff, Swampscott

Hotel Preston. On the ocean front of the famous North Shore. Cool, Select, Private Bathing Beach. Golf. Grinnell Sprinklers. American Plan.

The Berkshires

Ideal for your vacation. Golf, boating, tennis. For detailed information write: Berkshire Hills Innkeepers Association, Dalton, Mass.

The Berkshires—Great Barrington

The Oakwood. A small, modern inn of rare charm in the beautiful Berkshires. Quiet—restful—lovely gardens. Excellent food. All sports. Booklet.

The Berkshires—Pittsfield

Hotel Wendell. Accommodates 650. Fireproof; modern. Single rooms without bath $2.00 up; bath, $3.00 up. Golf nearby. N. A. Campbell, Manager.

Boston

Hotels Lenox and Brunswick. Two friendly-famous Back Bay hotels, located on either side of beautiful Copley Square. Rates from $2.50 to $5.00.

Cape Cod—West Harwich-By-The-Sea



The Belmont

The Belmont. Famous seashore hotel overlooking its own private beach, ocean bathing with average temperature of water 72 degrees, on the South Shore of Cape Cod. A family hotel which offers the discriminating every recreational feature. Symphony and dance orchestras.

travelog

BOAT RACES

Comes another June and with it two famous boat races that annually interest thousands of people in and out of collegiate circles. The Poughkeepsie regatta—really the national intercollegiates, as it were, of crew racing—will be staged on June 16. As we go to press, the definite entry list has not been completed, but it is safe to say that there will be crews representing California, Washington, Navy, Cornell, Pennsylvania, Columbia, Syracuse, and possibly Rutgers.

Then Yale and Harvard will have their annual private tussle on the historic Thames at New London, Connecticut, on June 22. These two rivals have met 65 times, of which number Yale has won 36 races. Harvard, on the other hand, has been the victor for the last three years in succession. Even if you are neutral, you will want to be present at this colourful and exciting event.

GREENWICH DOG SHOW

A great social and sporting event for early June will be the Fifth Annual Dog Show of the Greenwich Kennel Club, held on Saturday, June 2, at the Greenwich Polo Club Field. For the past three years, this Greenwich Show has been the third largest dog show in the country, being eclipsed only by Westminster and Morris and Essex. However, the Greenwich Kennel Club takes great pride in the fact that it was the first to inaugurate the Children's Classes that have now become a part of practically every show in the country. Last year's best in show was the Scottish terrier, Ch. Ortley Patience O'Hollybourne, who defeated over 1,000 dogs for this honour.

POPPY FESTIVAL

A number of years ago, the proprietors of Oakwood Inn at Great Barrington, Massachusetts, imported a few Oriental poppy seeds from the Royal Gardens in Japan. Now this lovely spot in the Berkshires can boast of beautiful dark red poppies as large as eight inches in diameter. About June 20 each year, when these poppies are in bloom, the occasion calls for a special festival lasting a week and attended by many Garden Clubs in Westchester, Massachusetts, and Connecticut. After the gardens are inspected, tea is served on the lawn for the visitors, and to complete the Oriental picture, the waitresses are dressed in Japanese garments.

JUST TO KEEP POSTED

GOLF: United States Golf Association Open Championship, Merion Cricket Club, Haverford, Pennsylvania, June 7 to 9.

TENNIS: National Intercollegiate Championships, Merion Cricket Club, June 25 to 30.

YACHTING: Annual Regatta of the New York Yacht Club, Long Island Sound (off Glen Cove, L. I.), June 28.

MASSACHUSETTS (Cont.)

Marblehead

Hotel Rock-Mere. Overlooking Marblehead Harbor . . . yachting center. Every recreational feature . . . excellent cuisine. June-Sept. "Booklet A". R. Brackett.

Nantucket Island—Siasconset

Beach House. In picturesque Siasconset. Modernly equipped 100 room hotel. Ocean view. Wide stretch of moors. All outdoor sports. Amer. & European Plan.

Northampton

Hotel Northampton and Wiggins Old Tavern. An Inn of Colonial Charm. $2.00 up. Excellent food. Antiques. When in Springfield: The Stonehaven.

Swampscott

New Ocean House. On historic North Shore. All recreational features. Private bathing beach. Best clientele. Booklet. Clement Kennedy, President.

NEW HAMPSHIRE

Hanover

The Hanover Inn. At Dartmouth College. 100 rooms, 60 baths. Elevator. Stop over en route to mountains. Reasonable rates. A. & E. Plan. All sports.

Lake Sunapee

Granliden Hotel. Directly on Lake Sunapee. 1200 feet elevation. Private golf course, tennis, saddle horses, fishing, boating. No hay fever. Christian.

White Mountains—Bretton Woods

The Mount Washington. Opens July 3rd. Bretton Arms, opens June 15th. Famous for golf—two courses. C. J. Root, Mgr. N. Y. Office, 2 W. 45th Street

NEW HAMPSHIRE (Cont.)

White Mountains—Crawford Notch



Crawford House at Crawford Notch

For half a century the objective of discriminating travellers. Every modern comfort and unlimited outdoor things to do. Golf, tennis, riding, swimming, boating, mountain climbing. Orchestra of Boston Symphony players. Season June to October. Barron Hotel Company, Wm. A. Barron, Pres.

White Mountains—Dixville Notch

The Balsams. Leading resort. 18-hole golf course, tennis, swimming, riding. Fireproof. 2 orchestras. No hay fever. Cottages. N. Y. phone PE 6-8218.

White Mountains—Jefferson

The Waumbek Hotels and Cottages. In the heart of the White Mountains. American plan. 18-hole golf course. Booklet. Soreno Lund, Jr., Manager.

White Mountains—Sugar Hill

Sunset Hill House. Location unexcelled. All prominent White Mt. peaks visible. Golf free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

NEW HAMPSHIRE (Cont.)

White Mountains—Waterville Valley

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"Jury"

Immediately after mid-day dinner, growing boys need a rest . . . which they are often loath to take. The directors of Camp Choconut, at Friendsville, Pennsylvania, have solved the problem with added advantages. The hour following dinner is known as "Jury." Boys are required to be quiet.

In any community, certain problems arise which must be settled. The directors of the camp and the boys have recourse to their own court. No counsellors are present. It is a strict rule that boys can not "tell tales" on each other. Each defendant states his case with a jury of six or seven boys to hear both sides. The difficulty is settled fairly, without partiality . . . and punishment meted out.

In addition to a needed rest period, disputes are settled with acceptable fairness . . . and splendid training in public speaking and clear thinking is afforded.

Camp Choconut is one of the few camps in the country old enough to have so many alumni that they were able to present the camp with a huge new stone recreation building. It is known as Alumni End . . . and is dedicated to the boys who lost their lives in the World War. The fireplace is considered one of the largest in America. It will hold logs that require six men to place them on the fire.

Three-Day Riding Trip

Training to think along the lines of community betterment is a valuable part of early education. Silver Lake Camp at Hawkeye, N. Y., rewards suggestions for camp improvement in 1934. The first prize for original, practical, and excellent suggestions is a three-day riding trip to Montreal. Second prizes of a trip to Lake Placid will be given all those who receive honorable mention. This prize contest was announced at the Christmas reunion . . . and adds another attraction for those who like the healthy, rugged summer life in our Adirondack Mountains.

Filling the New Leisure

Forward-looking educators all over the country are facing a new problem to-day—what are the masses to do with the New Leisure that has been forced upon them by changed economic conditions? Free hours with nothing to put in them but aimless physical activities lead only to mischief—perhaps to ultimate revolution. How shall they be filled?

The answer, of course, lies in developing men and women with the qualities of leadership, themselves imbued with a sense of the necessity for health-giving work and play, the cultural pursuits that will bring new interests into their own lives, and, through them, reach the lives of others.

New York University in New York City has long conducted its Summer Sessions not only in town, but at Lake Sebago, Maine. This year, the focus of attention at the Camp is to be the New Leisure problem. Students will enlarge their own fields of interest and skill in science, sports, crafts, music and dancing, social science and practical politics, with the object not only of self-help, but of using their personal experiences and those of their fellow-experimenters as a sort of proving ground for a new technique of approach and instruction. Discussion will stimulate ideas. Ideas will flower into the beginning of a definite program. And who knows what may grow out of this stimulating clash of keen minds, set free in the wilds? The whole undertaking, we are told, is one of the closest approximations to the Danish Folk School and People's College type of thing to be found in America, given added interest and timeliness by its application to the present outstanding need for the cultivation of avocational interests.

September Hockey Season

Though camps have not yet opened, it is time to plan for them, and also to know what post-season activities may be available for a restless daughter. The interval between the close of camp and the opening of school is sometimes a hard one to bridge. But field hockey fills all the requirements—an ideal sport for those cooler days that call for strenu-

CAMP NEWS

ous exercise. During the past few years, hockey has become increasingly popular. Not only is it played in schools and colleges, but clubs have been formed to furnish an opportunity to continue the game after school life is over.

Camp Kineowatha at Wilton, Maine, has a hockey field of regulation size, and playing is done occasionally on cool days and evenings during the regular camp season. But, by September, the weather is exactly right, and, during the closing weeks of the Tutoring Camp, hockey comes into its own. Good coaches are secured. Some campers remain from the Recreational Camp group. New arrivals register. And first-line players on many school teams gravitate to this hockey mecca of the Maine woods, to begin early autumn training on the Kineowatha field. Aside from increased proficiency in a favourite sport—undoubtedly attractive to future headliners—such an experience offers to the average girl with a taste for sport a chance to start the school year in the best possible physical condition.

Summer in New Mexico

An unusual summer school of painting is located at picturesque Taos in the mountains of New Mexico. Subject material is everywhere at hand . . . the ancient village itself . . . Pueblo art . . . Indian models. The school is conducted by the University of New Mexico. Instruction and criticism are given by artists of international reputation. Field trips are offered to provide first-hand study of Indian Crafts as carried on to-day. Here is a background to furnish fresh inspiration for summer students of art.

The ancient city of Santa Fe, in the heart of the Indian country, provides a most appropriate background for the fourth annual course in Indian Art . . . conducted for the University of New Mexico in cooperation with the new Laboratory of Anthropology at Santa Fe. The historic capital of New Mexico makes an ideal location for combining study and recreation. Situated in a mountain valley, at an altitude of 7,000 feet, the cool summer climate attracts many artists, writers, and students. The nearby cliff-dwellings, Indian pueblos, and mountain villages afford much of unusual interest for week-end trips.

Summer sessions are so planned that students can attend the great Intertribal Indian Ceremonial at Gallup, New Mexico, and the Hopi snake dance in Arizona.

Rhythm at Summer Camp

The Summer Camp of the Noyes School of Rhythm begins its twenty-second summer at Cobalt, Connecticut, this year.

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The oldest style on exhibition will be an evening dress which was awarded the first prize in the New York *Times* Contest in American Fashions for American Women—inspired by Whistler's painting, "Nocturne in Blue and Silver." In vivid contrast will be a costume designed in 1931 for the Beaux Arts Ball, which received first prize from the Art Alliance of America—made of silver cloth lined with red velvet, its flares and ruffled trousers typifying the rhythmic quality of the modern spirit. The parade of street costumes will be even more interesting to note—the growing interest in sports clothes and in suits—the desire for comfort, against which no innovation has seemed able to make permanent stand—the rise and fall of extreme femininity—the emphasis first on one part of the anatomy and then on another to alter the silhouette. Such a show, thoroughly absorbed through the eyes and digested by the brain, is the best possible preparation for being the recipient of those famous "hunches" that make the fortunes of designers.

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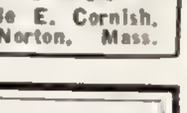
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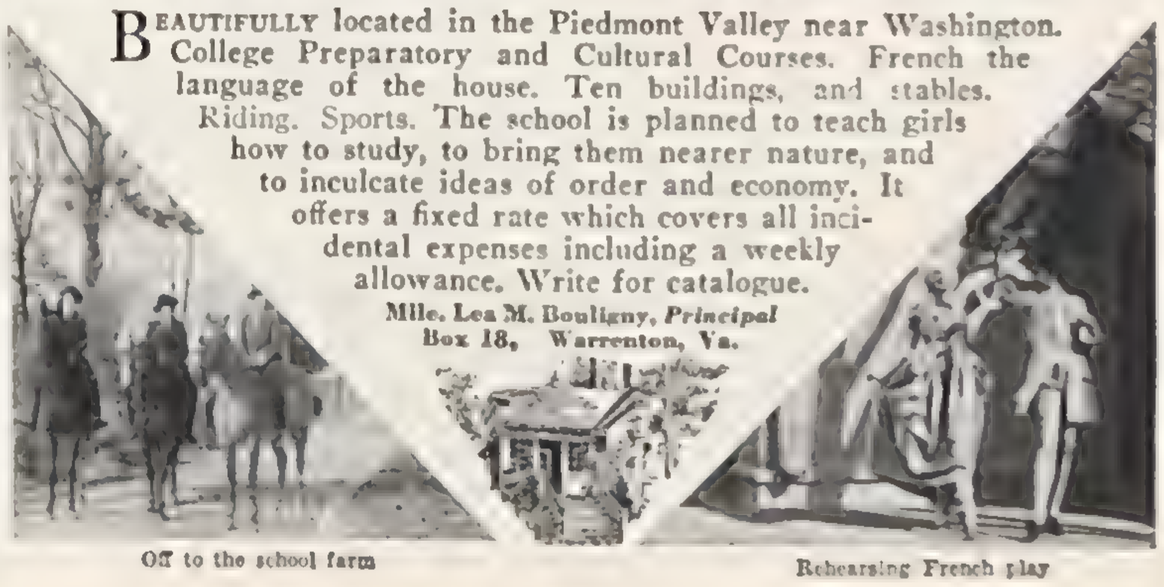
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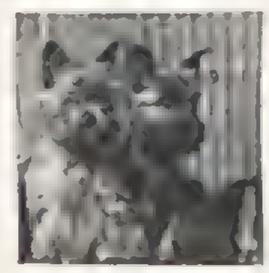
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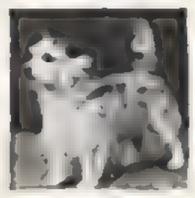
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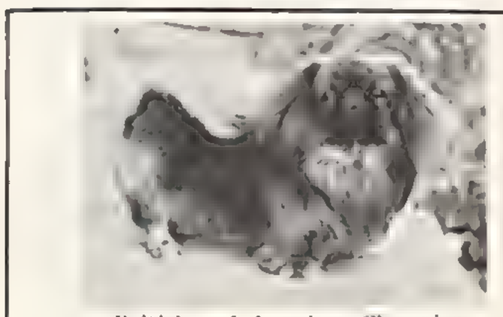
mind and plenty of spirit to match her owner. Also, she shouldn't be in the least frail, for that thirty-three-to-thirty-five pounder she'll go about with needs a heavy leash. He's amazingly strong, and, if a rival terrier appears on the other side of the street, that's where he'll be, if not restrained.

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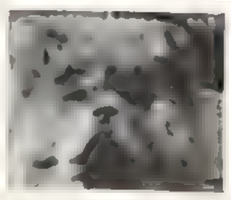


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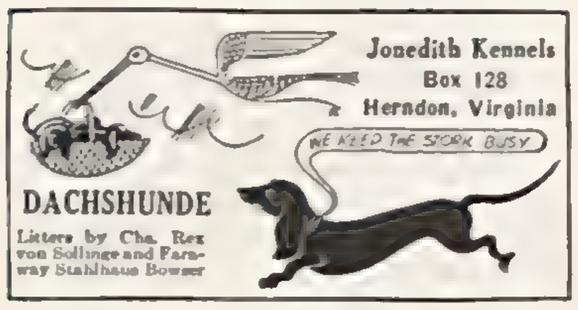
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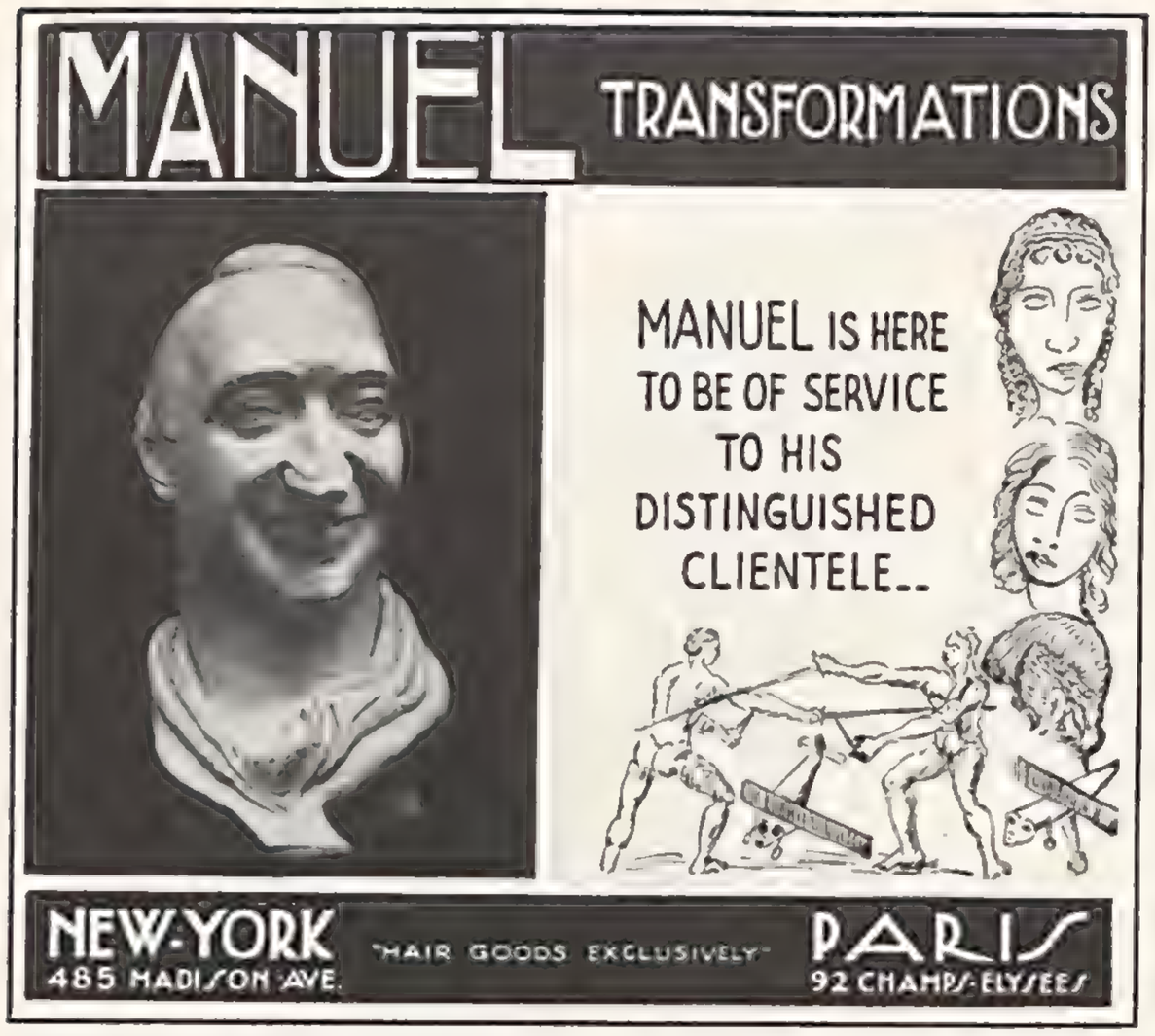
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Vogue covers

For Your Party



• Like Hollandaise on your cauliflower, is the right entertainment for your party. And for something new and different, that will be a real *divertissement*, may we recommend a young man named Alex Kann. Also known as Sandro, he has played Shaksperian rôles and directed the marionette show at one of your favourite night-stops. But his special talent, as far as your party goes, is fortune-telling.

Mr. Kann foretells the future in a delightful fashion that scorns the traditional hocus-pocus of turbans *et al.* Dressed in evening attire, he circulates among your guests as a guest, reading tea-cups and palms with great success and surprising exactness. He is a recent graduate of the University of Pittsburgh and makes no claim to being the seventh son of a seventh son. He does, however, believe himself to be the possessor of a strange psychic sense, and his predictions are rapidly causing people to agree with him. Don't get the idea that he'll greet you with the news that a tall dark man is coming into your life, for his readings don't draw on the regular stock-in-trade of the old-fashioned fortune-teller. But he tells a good fortune and considers it quite delightful when his telephone rings and another tellee informs him that his prediction has come true.

Mr. Kann's fee is not high, considering the amusement and amazement he will afford your guests. You can reach him at his club by dialing CA 5-3700.

Wanted—More Walls

• A philanthropy that is twice blest (it blesseth him that gives, too) is one that was started by a jeweller last summer and revived again this summer. To wit: Theodore A. Kohn and Son, 608 Fifth Avenue, have loaned their walls to six young painters, whom they feel have promise and need a chance to show what they've done. Each will exhibit his paintings there for four weeks. The series of exhibitions began May 1 and will continue until October 1. It would be a fine thing if more shops with either a slack summer or a spare wall would make such good use of it.

Believing in Signs

• If you have a little problem of your own; are foiled by the coils of your own personality; or would just like a good afternoon of self-indulgence hearing all about your own talents and sterling characteristics, Muriel Hasbrouck is your goal. In the first place, she lives up at 50 East Seventy-Sixth Street. In the second place, she has ways and ideas all her own that are nothing short of startling. In the third place, she arrived at her amazing art (for it's nothing short of art) through wandering the varied paths of: (a) musicianship; (b) journalism; (c) sonnet writing; (d) psychology; (e) biology; (f) astrology; and (g) reading the Cabala. Her husband is an ex-Wall Street man, and her brother a psychiatrist. Both of them sceptical. Both of them amazed at what she does and how she does it.

This is what she does. She has built up a "working-science of individualism." For the sum of about ten easy American dollars, she gives you a complete analysis of yourself with suggestions on how to be a big success. And it's fun. No embarrassing moments wherein you reveal the source of that conditioned-reflex that started you to stammering.

This is how she does it. Mrs. Hasbrouck was always convinced that, made up as we are of a nicely assembled mass of atoms, complete with protons, electrons, neons, rayons (so help me, Mr. Millikan), we are all little electro-magnetic fields in our own right, influenced by the particular set-up of the universe at the time we were born. Mrs. Hasbrouck says she's stumbled upon, and rediscovered, the age-old Dekan (or ten-day cycle) used by the Chaldeans that gives the "key" to each person's individuality. Each Dekanate (ten days) has its own ancient signs and symbols that stand for the position of the various members of the solar system, and the human characteristics accruing therefrom. She takes your birthday, finds what was happening in the cosmos at that time, and reads off your characteristics. But it doesn't stop there. By the power of suggestion, and a little playful "substitution of a symbol" outside of your own particular bevy of doves, elephants, roses, sunflowers, or other signs you happen to be born under, she helps you round out your personality, discover yourself, and become a completely "free" individual. She's writing a book about it now. She recently appeared for six weeks with an important commercial broadcast and averaged about a thousand letters a day from those wondering what they could do to make themselves into the kind of people they wanted to be.

• Speaking of stellar rôles and planetary influences, did you know that Saks-Fifth Avenue has your own sign of the zodiac all made up into an attractive silk print? I was so taken by them that I all but succumbed to having my own Virgo (the writer's sign—ha!) made up into a

the town

cravat—and would have, if there'd been a tie-silk in my pattern.

Jacques E. Maisch, the French designer of beautiful fabric patterns, had the idea for the astrological prints, and Saks-Fifth Avenue liked his clever designs so well that they snapped them right up and had them done in perfectly beautiful colours. Then they got Myra Kingsley to give a lively little talk on the portent of each sign of the zodiac, as its print was modelled in an appealing frock. Miss Kingsley says that you just help yourself to extra happiness (and smartness) if you have a dress printed in your own sign.

Decoration Days



• Once you've discovered that you're an interior decorator at heart, nothing can quite take that revelation away from you. Summer days with long drives over country roads flanked by farmhouses (with the word "Antique" hanging from the front-yard elm) are tinder to feed your flame, and never fail to yield a rare chair, mirror, or a set of beautifully painted door-knobs, to be borne home in triumph. And if you have a "growing" country house—the kind to which you introduce an increasing number of choice *meubles*, you'll be glad to know of two little places we've run down—the first over on Long Island, the second across the Sound, in Connecticut.

Over on Long Island: Mrs. Thomas L. Robinson, of Ysel, Inc., and Richard L. Sandfort have recently opened up a new shop in Roslyn, on East Broadway, opposite the Mill Pond. They specialize in decorations for the country house, and are showing a collection of the old and the new in garden furniture, diverting Victorian pieces restored with white and gilt, and table decorations of great ingenuity. One thing that particularly caught our treasure-hunting eye was a new low table with a mirrored top and base, with supports of curved and fluted crystal—also cool, white porcelain Empire tureens, in pairs, and other unusual vases for flowers.

Over in Connecticut: On the Danbury Road, near Wilton, is a small old house at a crossroads that the Westport Antique Shop fills with American and English antiques during the summer months. There are amazing bargains in old china, toile, and chintzes. There are also old tables and chairs eminently suited to Connecticut houses; old pine mantelpieces, corner cupboards, wall-papers, hooked rugs, and garden decorations that you're sure to covet and find a use for at home.

• There's something about furniture quaintly illuminated by the old decalcomania method—a freshness, and, at the same time, an oldness—that makes us feel as if we'd entered a secret room that had not been touched for fifty years, where only a faint ghost of dried rose-leaves and spice haunts the dust-gleaming air. There's something about furniture decorated by the decalcomania method that brings that same freshness and oldness to the country house where it is used. And so, when we discovered a rare collection of decalcomanias (dating from 1840 to 1870), we couldn't resist passing it on to you. Adeline Carr, 231 East Thirty-Seventh Street, has them, and she applies them expertly on all types of furniture—including lampshades, waste-baskets, and even pianos.

The present gems of the collection have been used on a pair of well-designed beds. They are colourful ovals showing a sailing vessel and an early steam train. The beds themselves are painted in cream colour, and a series of small bouquets of flowers and beautifully done scrolls of gilt complete the amusing quaintness of their decoration. The whole collection of decalcomanias is exceedingly varied and includes large panels of fruits and flowers and a practically endless number of small motifs that will rejuvenate any piece of country furniture in a most diverting manner. Mrs. Carr also has some unusual doors that are panelled with checker-boards in black and mother-of-pearl, and a piano of ebony with borders of gilt scrolls, that would be heavenly in a Victorian living-room.

Competition



• If you play patron to a young composer, you should urge your protégé (or -gée) to compete for the Paderewski prize for the best work for symphonic orchestra. A few years ago, Mr. Ignace Paderewski donated a large sum for the purpose of encouraging serious creative effort among musicians of the United States. Income from this fund makes possible the offering, from time to time, of a prize.

The competition is open only to American-born citizens, or to those born of American parents; and the scores submitted must never have been performed before, nor offered in any previous competition. October 1, 1934, is the last day compositions may be sent in, and in addition to the considerable prize of $1000, the work will be played by the Boston Symphony Orchestra, directed by Dr. Koussevitzky. (Continued on page 36)



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VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 35)

Mrs. Elizabeth C. Allen, Secretary of the Paderewski Fund, will be glad to send further details and answer any questions. Her address is 294 Huntington Avenue, Boston, Massachusetts.

Dancing in the Starlight



• The Waldorf-Astoria's Starlight Roof-Garden will continue to be as cool as its name sounds, for lunch, cocktail and tea hour, dinner, and supper. An attractive new Palm Bar, adjoining the Roof, has a novel bar of bamboo and is open from noon on. Enric Madriguera and his orchestra, who were in the Empire Room during the winter season, now spell off with Xavier Cugat. And as if that weren't enough, Margo the dancer and Carmen the singer furnish the frills, thrills, and trills. The Starlight Roof, incidentally, offers dinner and supper dancing on Sunday evenings, as well as the rest of the week.

A Tavern in the Town

• For months, every time we passed the corner of Broadway and Forty-Second Street we were fronted by an immense sign on a building. The sign was in gigantic tomato coloured letters on a chartreuse ground—or perhaps it was chartreuse letters on a tomato ground. But it said, "Steuben Tavern to Open Here Soon." The spot happens to be a historic one for New York. John L. Norton's farm, The Hermitage, was located there, and was 'way up the island from the city, which ended at Twenty-Third Street at that time (1825). By and by, the city built itself up around there, and the old Metropole Café and Restaurant was built on that spot. For those who were neither alive nor aware in 1901, the Metropole was *the* meeting-place of Broadway. Actors and managers. Diamond Jim Brady. James Corbett made his fight campaign-headquarters there. In 1909, in the same building, the Café de l'Opéra opened. It was the first night-club in the country to demand that all its guests wear evening clothes. About that time, Vernon and Irene Castle had a night-club there. Then, in a year or so, the old building was torn down, and a thirty-storey building was planned to take its place, but a zoning law prohibited its erection. Later, the plan was changed, and it was decided to put up a six-storey building with a twelve-storey advertising tower. But even advertising from the tower was *verboten*, and the materials for the super-structure were stored in the tower—have been for over twenty years. So you see *how* historic the spot is.

Now the newest Steuben Tavern is there, and well-done. Winold Reiss, the artist, designer, and decorator, did the decorating for it, in a modernized mediaeval style. He is best known for his painting of the American Indian, and recently finished a series of mosaic panels for the new Cincinnati Union Terminal Station. He worked for several months on the Steuben panels and feels that he has created a new decorative scheme, and one that gives a decided atmosphere of restful enjoyment. His largest murals are in the main dining-room, on the second floor. A series of lunettes decorates the other rooms of the Tavern.

In the sub-basement, the kitchens and cooling-plant are located; a bar and oyster bar are on the subway floor. There are restaurants on the street and second floors, and the latter has music and entertainment, further to beguile the guests. Steuben Taverns (of which this is the tenth—one is in Philadelphia, one in Newark, and the other seven in New York) are open twenty-four hours every day. They were started in 1930 as a depression experiment, and served a full dinner for about fifty-five cents. Now, dinner costs about sixty-five cents and includes coffee—and beer. It's an interesting place to drop into, and conveniently located for cocktails between the acts of your play, or after the play is over.

Summer Exhibits



• And all the time, at opposite sides of Central Park, stand two of the greatest testimonies to the wealth of civilization and the upward struggle of mankind—the Metropolitan Museum of Art, at Eighty-Second Street and Fifth Avenue, and the American Museum of Natural History, at

Jessie Franklin Turner
designs unusual gowns
23 East 67 New York

VOGUE COVERS THE TOWN

Seventy-Seventh and Central Park West. Both of them have special summer exhibits that are extremely interesting.

At the Metropolitan Museum of Art:
Landscape paintings;
to be continued through September 30
Lace and embroidered aprons of the XVI. to XVIII. Centuries;
to be continued through September 23
German XV. and XVI. Century prints
Recent accessions in the Egyptian Department

At the American Museum of Natural History:
Special exhibit of photographs of Mexico, taken by Miss Lauffer;
from June 2 to June 25
The new Drummond Collection of carved Jade, Amber, and Ivory, both ancient and modern
A new bird group showing the birds mentioned in English literature

Club in Westchester

• The Westchester Bath Club (or John Perona's summer El Morocco) is one of *the* places where I'd like to spend my daylight-saving time, what with their new swimming pool, tennis-courts—some of them under glass—, yacht landing, and field for bicycle polo. The club is at Mamaroneck, on the former estate of Mr. Forhan, the tooth-paste man, and is entirely redecorated for the new season. Memberships to the club are to be restricted; all indications point to a successful and smart summer.

• Other good ideas for summer evening excursions are the Lido Beach Club, near Long Beach; the Atlantic Beach Club, Atlantic Beach; the Westchester Biltmore, near Rye; the Westchester Embassy, near Armonk.

The Great Out-of-Doors

• Here's a list of perfectly good suggestions about where to dine in the open air:

FAIRLY ELEGANT

• Henri's at Radio City. Smart crowd in a cool place.
• Jack and Charlie's, 21 West Fifty-Second Street. Once a customer always a customer.
• Jean, 18 East Sixtieth Street. Excellent food. And you know Jean's caviar.
• Marlborough House, 15 East Sixty-First Street. Keeps the charm it was famous for in the Pre-Repeal Era.
• The Chatham, Forty-Eighth Street and Vanderbilt Walk. Street Scene with Chatham charm.

MORE MODERATE

• Chez Janet, 237 West Fifty-Second Street. Onion soup under a tin roof.
• Kungsholm, 142 East Fifty-Fifth Street. A garden in Scandinavia.
• Leon and Eddie's, 33 West Fifty-Second Street. New summer garden plus *what* cocktails.
• L'Escargot d'Or, 254 West Fifty-Fourth. Not strictly open air, but a penthouse with allure.
• Old Giolito; Zucca's Italian Garden. West Forty-Ninth, just off Fifth Avenue. Particularly if you like spaghetti.

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has just received a collection of new Paris models—the very dresses created by the *Haute Couture* for the *Grande Semaine*—and the coming season at Deauville, Le Touquet, Biarritz and the Riviera.

Coin de Paris is outstandingly prepared to make-to-order the most distinguished fashions for the season at Southampton, Newport and the other leading American Summer resorts.

Evening and sports models are most prominent in the collection.

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FIFTH FLOOR FASHIONS

VOGUE

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JUNE 1, 1934

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DON'T LET THE MODERNISTIC ANGLES OF THIS COVER BY LEPAPE FRIGHTEN YOU. BECAUSE ONCE YOU'VE GOTTEN USED TO THE CORNERS AND THE SCALLOPS AND THE BLACKS AND THE BLUES AND THE DOTS AND THE DASHES YOU'LL RECOGNIZE ALL THE DEAR OLD FAMILIAR THINGS THAT ANY DAY ON THE BEACH BRINGS WITH IT. SHELLS AND SEA-URCHINS, SAND AND WATER, A SHADE HAT, LITTLE KNITTED BABY PANTS (THIS YEAR'S GIFT TO BEACH-COMBERS) AND, FINALLY, A GIRL: A BIT OVERBAKED, PERHAPS, AND PERHAPS A BIT—ER—UNDERAPPARELLED—?

THERE ARE THREE VOGUES
AMERICAN, FRENCH & BRITISH
MICHEL DE BRUNHOFF - EDITOR OF FRENCH VOGUE
ALISON SETTLE - EDITOR OF BRITISH VOGUE

EDNA WOOLMAN CHASE — EDITOR-IN-CHIEF OF THE THREE VOGUES

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Nuit de Noël

TWO FAMOUS CARON PERFUMES

Bellodgia



VOGUE'S EYE VIEW OF THE MODE

DOLLS. Round white masks. Red lips. Eyes. One head exactly like another. One wave exactly like its neighbour. That was make-up in its infancy. That was infancy in make-up. And that was the way we looked not very long ago. Like dolls.

Thirty years ago, no lady ever made up. Only actresses—or harlots. Twenty years ago, a lady could dust her face with white powder—and with impunity. Lipstick was still a badge of sin. Fifteen years ago, it was no longer a badge of sin; it was merely an inexpert scarlet gash in the middle of a blank white face. Whatever rouge a lady dared was swabbed on in one hectic blotch that deceived no one and disturbed many. Eye-shadow was used only behind the footlights—and on the water-front.

The change is evident enough. From dolls, the women of fashion have become individual works of art. The creed of modern beauty is personality. And now, from the greenish or umber sheen of her eyelids to the flame or saffron of her lips and nails, the lady of to-day is a subtle and marvellous creation based on the entity that is—Herself.

In explanation: the symbolic face on page 42 is that of Linda Watkins, the actress. The legs, arms and torso belong to anonymous individuals.



Steichen

Beauty Primer

1. Your face



Set it clean

Your face has to be clean to be beautiful—never forget that. It's the foundation of everything. You can get good cleansers adapted to every type of skin. The soundest thing to use is the stuff that seems to get into your own pores most thoroughly and get the dirt out best.

Keep it soft

Do something every night about keeping your skin soft—no matter what age you are. You don't have to go creamy to bed, if you don't want to. After some of the cream has been absorbed, rub the rest off. There is every kind of softener, even one for oily skins.

Keep it fresh

Every so often, give your face a whirl. There are circulation creams and rejuvenating masks that bring back the glow of youth in a way you wouldn't believe! Like all adjuncts of the skin game, these vary in application and accomplishment. Stimulating lotions help in this, too.

Powder it skilfully

Always give your face a finish (lotion or cream) before you put on powder. Your own skin tone in powder looks most natural, but sometimes another, brighter tone looks more flattering. Special evening powder shades are worth investigating. Put your powder on *before* cake rouge—*after* cream or liquid rouge. Use a nice down puff and pat the powder on gently in small amounts, the way they do in beauty salons.

Give it colour

Make your rouge as utterly natural as possible. Obvious rouge is a make-up sin, and can never be flattering. Pinch your cheeks to find the blood tone and match your rouge to it. Consult those ladies on pages 72 and 73 for expert suggestions as to placing. Blend, blend, blend, till there isn't a sign of demarcation between your skin and the rouge. The different kinds of rouges need different methods of application. Experts say that rouge and lipstick must always match in shade, vary only in intensity. But many women break this rule successfully. Put your lipstick on to flatter your lips. If it's a good mouth, lipstick it all around; otherwise, depend upon your lipstick to minimize or enlarge it.

Make the eyes glamorous

Shadow, always—more for night, less for day. Colour, practically optional. Points on placing it will be seen on the ladies on pages 72 and 73. Mascara—if you need it. If not, brush your lashes up and down. Eye bath, always, night and morning. Eye-drops give a sparkle at night. Ideas for carrying out all suggestions are found on pages 98 and 99.



STEICHEN

2. Your Hands



Wash them with care

Keeping your hands clean doesn't mean dabbing them with soap and water. Assemble a good hand brush, a good soap, a towel that really dries, and then put your mind on getting your skin clean and dry. Don't mutter that this is childhood routine; it's also the background for keeping well-groomed hands. Every scrubbing washes out the natural oils that keep the skin young, so use a lotion every time to put them back again. Keep the lotion on the bathroom shelf, so you can't miss seeing it.

Have a nightly regime

If you put a good softener—whatever kind you like best—on your hands and elbows every night of your life, and do the same with an oil or salve for the cuticles around your nails, you'll never have dry hands or ragged cuticles. If you keep these things in your bedside table drawer, you can do your anointing just before you go off to sleep. Massage the cream or lotion into the hands and up the arms and get it well into the elbows. Shape the cuticle around each finger gently as you put the salve on it.

Give them treatments

If you have too large arms, go to an expert masseuse and let her pummel them. If you have large hands, you can't change their size or shape. Keep them perfectly groomed, and use them well. Keep your hands relaxed, at ease. If they are tensed or strained, they get old before their time. If your hands and arms are drab looking, have a bleaching treatment or give yourself one. If your elbows are rough, with little dried bits of skin, scrub them vigorously, then soak them in warm oil to get them soft.



Make them up

Don't think make-up stops at your face. It works miracles for your hands and arms. Put a finishing cream or a liquid powder lotion over every inch—and the back, too—every time you dress at night. Many a beauty has dazzled the world into thinking she has snow-white skin by this method. Don't use powder alone—it will come off on your escort.

Keep them manicured

Have a manicure every week, always with the same manicurist, who will come to have a tender solicitude for your nails. Or, give yourself one every week—the regularity is important. If you do your own, you must acquire professional excellence. Have oily polish remover used—it makes an enormous difference in avoiding ragged cuticles and brittle nails. Never let a broken nail or a chipped bit of polish last longer than it takes to get it off. Choose your polish entirely to suit yourself—for the way it looks on your hands and with your dress. There are infinite shades to choose among, from mahogany to petal, with new ones popping up all the time. The shade can't be too dark to be smart, yet some of the smartest women prefer to keep their nails entirely natural in colour. (Ideas for carrying out all suggestions are found on pages 100 and 101.)



3. Your feet



Give them exercise

Beautiful legs are exciting. If you haven't got them, you can do lots towards acquiring them. If they're too large, or too thin, make a serious business of exercising them. You can reduce them if you keep at it, because we've seen it done with our own eyes. But, don't think general exercises will do it. Golf or walking only develops muscles over fat. You only have to look at six-day bicycle riders to find out that that sort of exercise is all wrong. Go to an expert, and find out just how to do it. Then stick at your exercises if it kills you. Reducing massage helps here, too. The right kind of exercises keep your feet supple and young. Circle the feet from the ankles. Move your toes against the water when you're in the tub. Picking up marbles with your toes flexes the muscles in your whole foot. This is a classic, and has saved many a foot from serious ailments. Have your shoes fitted so that you never know you have them on. The chiropodist keeps toe-nails meticulous and feet comfortable, and monthly appointments ought to be made regularly. (Standing appointments, by the way, for everything that you have done, constitute a helpful feature when you are pursuing beauty. If it is all down in writing beforehand, you usually manage to get there.) All of this is important because the way your feet feel makes a lot of difference in the way you walk and carry yourself, and even in the expression of your face.



Keep them smooth

Scrub your legs all over with a rather stiff brush every time you take a bath—it makes for beautiful skin texture and smooth surface. See that every trace of hair is removed. Shaving is quickest, but it leaves the hair coarse. You can whisk the hair off with a wax-like stuff (this keeps the hair away for a long time), or use a creamy preparation that only needs to be spread on evenly and then washed off, or one of those convenient little emery gadgets. Always rub on a softening lotion after your bath—especially on knees and heels.



Make them up

The more feet and legs show, the more beautiful they must be made. You can turn them into porcelain pieces by make-up especially intended for them. Such make-up lasts, looks like a super stocking, and covers up every kind of mark or blemish. Be sure to have a pedicure, or learn to give yourself one. Don't confuse this with the chiropodist's treatment, which gives you comfort. The pedicure is like a manicure and gives you beauty and bright red toe-nails—the deeper the red, the whiter the foot looks. The polish usually looks best if it's carried to the ends of the nails, and nothing flatters your feet more, seen through a toeless sandal or going uncovered before the world. Keeping your stockings well fitted and minus wrinkles helps in good grooming. (Ideas for carrying out all suggestions are found on pages 100 and 101.)



STEICHEN

4. Your body

Keep it fit

Exercise doesn't mean dumb-bells and Indian clubs any more. It means going to an expert and being prescribed for individually. Rhythmic exercises keep you svelte and help your posture. And posture is practically Everything! You can accomplish apparent miracles if you know how to "tuck in your behind" and hold yourself to best advantage. And, once you are prescribed for, do precisely what you're told, whether at home or in a salon. Massage and health lights leave you feeling glowing and relaxed. Colonic irrigations (physician permitting) clean you out inside. The supreme touch is to have some one come in every morning to put you through your paces and give you a massage. There are new massage appliances you can work for yourself that are soothing. Get eight hours of sleep. If you slip up on it one night, go to bed after dinner the next. Drink lots of water—and don't complain that you've heard that before. It's one of the fundamentals of keeping fit.

Keep it lithe



Check up on your weight every day on your bathroom scales. Don't let the pounds creep up on you unawares—it's when they are firmly established that they are so hard to get rid of. The new school of thought is to "reduce in spots." If you are going in for reducing exercises, be sure you are doing the right ones, that will curtail your particular erring areas. There are ingenious reducing contrivances to use at home. Massage gets more energetic and staccato—slap-slap! slap-slap!—when it is intended to take off the pounds, and the massage implements to use yourself have special reducing attachments. Don't go in for trick dieting. If you need to cut down, keep your food well balanced, but eat smaller amounts of everything. Doctors approve this form of dieting, and almost every one eats too much anyway.

Bathe it in beauty

Make your bath a siege of luxury. There's a preparation to soften any water, and a fragrance to ravish every taste—bath salts, oils, essences, softeners. Give yourself a good scrubbing with bath brush, sponge, or loofah; your skin and your circulation both profit. Anoint yourself all over with oil occasionally before you get into the tub, to acquire that satin finish. And use beautiful big cakes of bath soap with lovely scents.

Attend to details

Remember that elbows and shoulder-blades get roughened faster than any points of the body, and rub a softener into them after every bath. Give yourself an eau de Cologne friction in the French manner. Dust fragrant dusting powder on with a huge down puff. Find the most satisfactory deodorant and depilatory among the efficient ones and use them regularly. Don't let yourself get burned while tanning, even if you are an ardent summer girl. Protect your body, every bit that shows, with sunburn oils or creams that ward off the burning rays. (Ideas for carrying out all suggestions are found on pages 100 and 101.)



Augustabernard
(Saks-Fifth Avenue)



Schiaparelli
(Bergdorf Goodman)

Augustabernard (Bendel)

Paris Lets Up

THE MIDSEASON COLLECTIONS SLIT SKIRTS AND SLASH HEMS

THE sanctimonious will probably object, but the rest of you will applaud—for the split skirt is here again. Slit, split, slash—scissors have been gashing recklessly through the skirts of the Mid-season Collections. Both evening and day hems have come under the shears. Incisions in front, in back, on both sides. Incisions from a few inches to a foot in depth—laying open a substantial expanse of ankle and shin-bone. Another inch further—and a knee would be out in public.

A few dressmakers, scissors in hand, began timidly snipping hems last February. Now, you can scarcely find one who doesn't. Straight up in front, the entire length of the tibia—Lanvin splits her lovely black crêpe dress with the gold medallions (you can see it on page 53). Augustabernard cuts slits fore and aft on her blue bagheera dress (shown opposite). Patou's sheer black crêpe "Hirondelle," edged with pleated ruffling, is laid open a good twelve inches. Vionnet's long white evening coat is rent clear up the back. Maggy Rouff's evening dress of Colcombet's toile de Jouy printed silk (at the right) is split nearly knee-deep. And so on and on—the evidence would get wearisome. And in case you balk at brazen leg-showing, Worth provides split skirts, whereunder lacy underskirts screen your limbs.

We rationalists can give you a good reason—if you're interested—for these splits. The silhouette is narrowing down, straightening out, tightening, tightening, becoming almost skimpy. You must have leg-room—ergo, the slit. And not only skirts—but tunics, jackets, sleeves, bodices, are being slashed open. Everything seems so narrow that a vent is obligatory. The new three-quarters coats at Schiaparelli's, much narrower and straighter than heretofore, are slit up the sides or back. See for yourself on the opposite page. There are split tunics at Augustabernard's (one of these, of lipstick-red crêpe, is shown on the figure farthest left, on the opposite page) and at Molyneux's. There are split capes at Patou's and Lanvin's; even splits over the shoulder-blades on a dress at Maggy Rouff's.





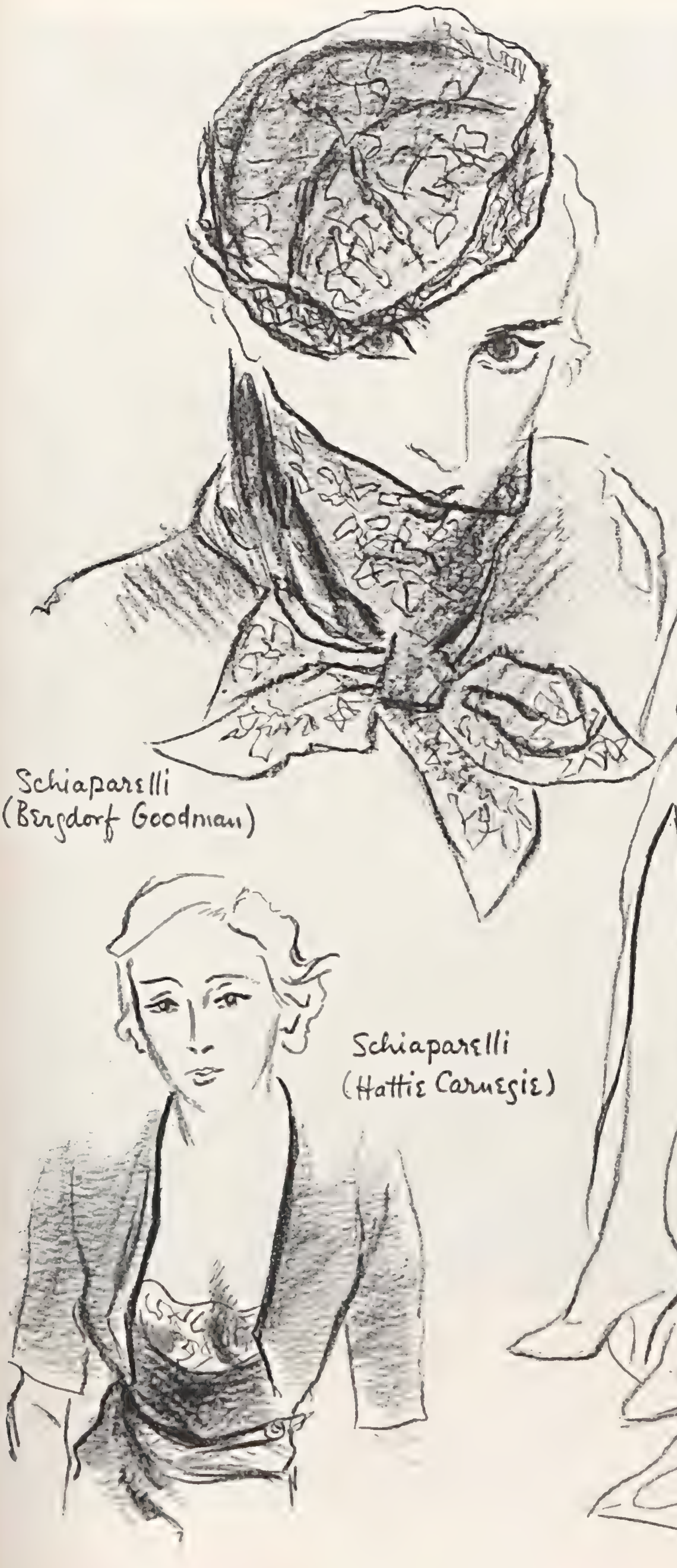
Jean Paton (Saks-Fifth Avenue)

On décolletages, also, scissors are at work. Down in front is the cry in many camps—though a number of dresses still continue to cover the wish-bone prudently. Lelong gashes the front of his brown lace dress almost to the waist. Neck after neck descends to depths just this side of decency. Augustabernard's and Jodelle's décolletages disclose the slight swell of "les seins"—or bust, if you, like the Amazons, shudder at the plural of the word. Away with shoulder-straps altogether—Mainbocher advocates—holding up the bodice by whalebone only. They swear there's no risk! Schiaparelli lowers necks precariously close to the limit, then thrusts in a frill of lace or a few flowers, lest you have inhibitions (you can see the result on the opposite page). And, shock of shocks, one bodice of hers is opened diagonally to the waist—uncovering one entire side of you. Wait a minute—it is not quite as abandoned as it sounds. A mauvish-pink guimpe beneath prevents you from joining the Nudists' ranks.

"C'est Directoire," say the French, at all this baring of chest, this revealment of leg. Beyond a doubt, clothes are taking a strong Directoire trend. Politics, people explain. There's so much in common between that stormy epoch and this—no wonder clothes are influenced. Be that as it may (it's all a little over our heads), the Directoire spirit is obvious. Not only in the aforementioned daring details, but in other ways: in the natural pseudo-Grecian silhouette, in the uncomplicated lines, in the profusion of simple little evening suits and dresses—many of them made without trains.

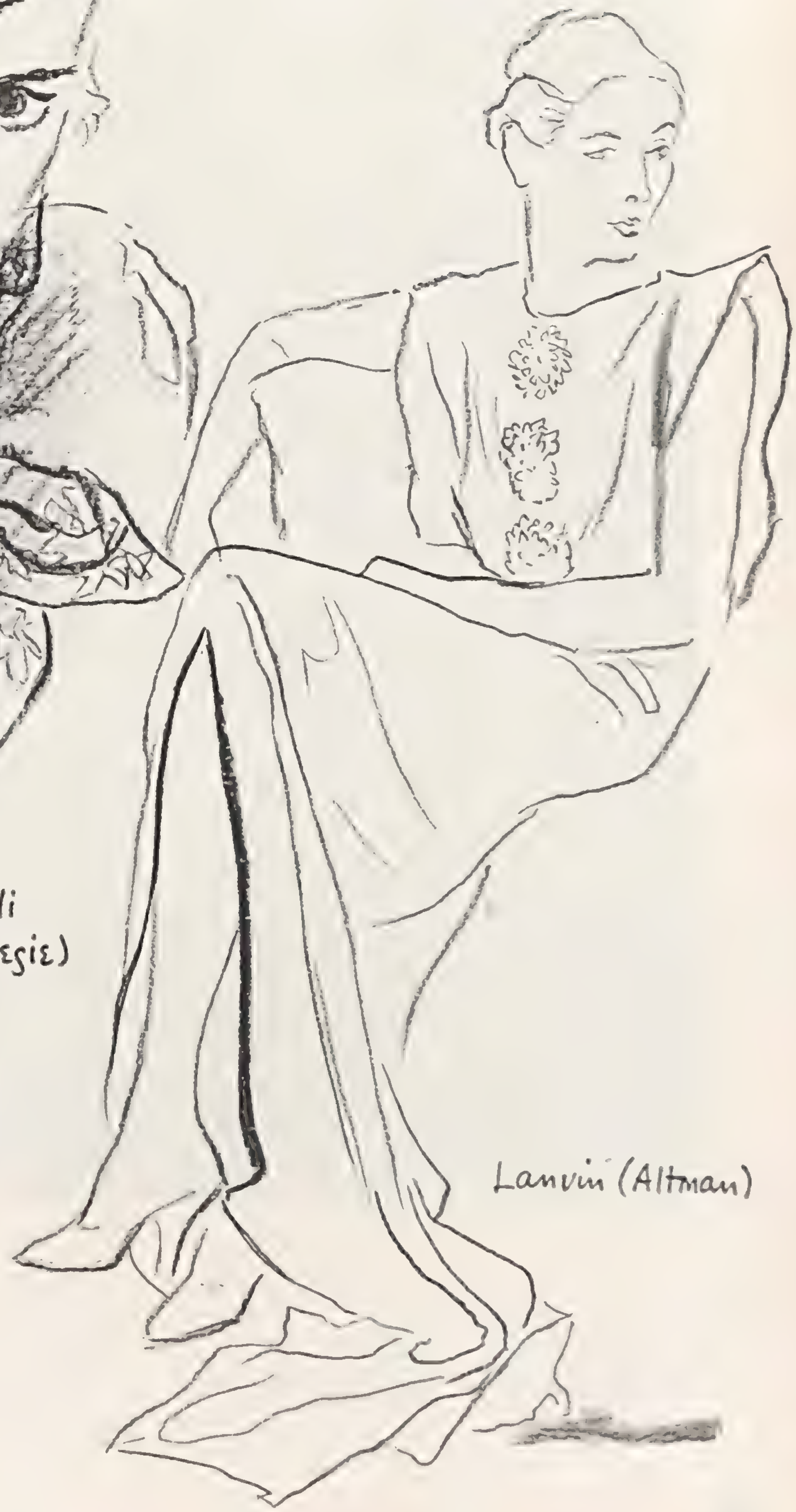
Limitation of trains. Long, ponderous ones are definitely being curtailed. They haven't departed altogether, but fewer and fewer travel sinuously along the ground. Some skirts merely lap the floor in back. Others skim completely free of your toes. A few are hacked shorter in front, so that the line is uneven. And many hems—even or uneven—are faced in a contrasting colour. This is a delightful notion —Molyneux practises it constantly— for a gay streak of colour kicks unexpectedly into sight at every step or so. Colourful borders, too, are around, Lucile Paray edging one of her nicest evening dresses, of green-and-white print, with a border of green satin.

Out of the Far East come two entrancing evening coats you must know about. One might have come off a maharajah's back. You see it, in varied versions, in more than one house. Strange how ideas strike simultaneously! It's a knee-length coat, fitted at the waist, belling towards the hem, and open at dead-centre. At Lelong's, one is made of Egyptian-blue taffeta, sprinkled (Continued on page 126)



Schiaparelli
(Bergdorf Goodman)

Schiaparelli
(Hattie Carnegie)



Lanvin (Altman)



HORST

MARCEL ROCHAS • PAQUIN • LELONG

MORE MIDSEASON NEWS

• Wear it now or later—Marcel Rochas' autumnal tailleur of grey-and-pink surah and wine-red wool; Hattie Carnegie. Maria Guy's wine felt hat
• Go to dinner, see a movie, or dance in Paquin's evening tailleur—black crêpe jacket with white squares, crêpe dress in reverse; Hattie Carnegie
• Spend all day in town unwilted in Lelong's pin-checked surah suit with organdie blouse—its skirt pressed like men's trousers; from Hattie Carnegie



MOLYNEUX • WORTH • LELONG

HORST

CHECKED FROM PARIS

• Fare forth at night in blue-and-white table-cloth checks—in Molyneux's taffeta coat and dress top, with white pebbly crêpe skirt; Saks-Fifth Avenue • Or head for the country in horse-blanket checks—Worth's hat, blouse, and jacket of green-and-white blanketing. Binding and skirt are of green wool • Or live all day in cool grey, black, and white checks—in Lelong's silk crêpe jacket-dress with fat shirred rolls; from Bendel. Rose Valois hat



Dauphine de France

MRS. ALLAN A. RYAN, JR.

CECIL BEATON



PRINCESSE DE TALMONT

The Second Opera Ball

Disporting themselves decorously in a woodland glade in France, the society of New York for the second time made Opera safe for plutocracy. In billowing gowns of satin and tulle—white, silver, rose, pale blue, and gold—brilliant with jewels, coy with roses in their powdered hair, the beautiful ladies entered one by one, accompanied by fanfares and men-about-town in satin breeches. First the French court, with the ravishing Mrs. Ryan as Marie-Josephe de Saxe, and Mrs. Morton L. Schwartz (at the right) as the Duchesse de Montbazon; then the Austrian court; the Polish, enhanced by Mrs. James V. Forrestal (above); the Russian, and the Scottish Court.



DUCHESSE DE MONTBAZON

It was all very pastel and Boucher and perfumed and lovely. Society enjoyed itself thoroughly, and the Seventh Regiment grew warm under their guardsman's wigs. The audience was large, elegant, and gratified, and it looks as if the Opera Ball might become a perennial function here, crisis or no crisis. After the entrance pomp of the courts was over, all the lords and ladies reclined on the greensward to watch the professionals work. Rosa Ponselle and Lucrezia Bori sang, Damrosch (as Bach) conducted; little lighter-than-air Hoctor danced as La Camargo. Then Society rose and did a grave and slightly vague minuet to close the pageant and to open the ball, which lasted into the very wee hours.

At the right, Cecil Beaton as an elegant and golden-haired Gentleman of France, dallies in the shade of peacocks and posies with Rosamond Pinchot Gaston—roseate and ripe as the King's all-powerful mistress.

In the oval is Mrs. Harold E. Talbott as that graceful pillar of the Polish court at Lunéville, Queen Catherine Opalinska Leszczinska, with Mr. Talbott as Comte Andre Tarlo, Palatin de Lublin.

Below, Boutet de Monvel as the French monarch has momentarily deserted Pompadour for Mrs. William S. Paley, a perfect bit of Dresden China. As for the well-known painter, he was Louis from high-bridged nose to silken calf.



A GENTLEMAN OF FRANCE WITH LA MARQUISE DE POMPADOUR



SA MAJESTÉ LOUIS XV AND PRINCESSE DE LAMBESC



LA REINE CATHERINE
COMTE ANDRE TARLO



Monseigneur le Dauphin Louis, Princesse de Conti, Duc de Brancas

This pastoral group consists of the following highlights of the French court and the American salons: Mr. George J. Atwell, junior, as the Dauphin Louis, Mrs. Drayton Cochran as the Princesse de Conti, and her brother-in-law, Mr. Gifford A. Cochran, as the Duc de Brancas. As you can see, the style of Louis XV was, luckily, as flattering to husbands as to wives.

Helping to make the Polish court one of the most glamorous of all were Mrs. and Mr. Alexander H. McLanahan, whom you see at the right pretending that they are, respectively, Comtesse Potulicka and Prince Miaskowski. In Mrs. McLanahan's case, the pretense was given reality by exotic features which might as well have belonged to a fiery Polish princess as to a charming American.



Comtesse Theresa Potulicka and Prince Stanislas Miaskowski



Mesdames, Filles de France, came to the Opera Ball represented by charming New Yorkers; (left to right) Madame Sophie by Miss Innes K. Drury, Madame Victoire by Miss Priscilla St. George, Madame Louise by Miss Silvia Gould, Madame Adélaide by Miss Rose O'Neil Winslow, and Madame Henriette by Miss Janet Welldon.

CECIL BEATON

12 THINGS WOMEN NEVER TELL MEN

BY JANET FLANNER

THEATRE-pieces, novels, poems, cartoons, even history consistently consist of a report on what He Said and what She Said; though what He and She Did Not Say were possibly more informative, humorous, tragical, typical. While silences are more individual than speech, here are, in general and in theory: TWELVE THINGS A WOMAN TO-DAY HAS NOT SAID TO A MAN; half of which apply as well to the woman of yesterday.

1 She has not told him her age, if she is either too young or too old for her mode of life. Nowadays, this rarely happens, since the ladies of less-than-seventeen and less-than-seventy are practically forced to lead their own existences. Certainly, the number of sixty-year-old women at the top of the Arlenburg Mountains; at the top of their professions in New York; at the top of the golden stairs in Paris revues who insist upon every one knowing that they are sixty years old, is the only real problem of our age—and theirs.

2 She has not told him, at first, anything that would wound his pride. After their first quarrel, it may be her aim in all their other quarrels to tell him nothing else. This is the real war of the sexes.

3 She has not told him it was her fault if she was overdrawn at the bank. She has told him it was the bank's fault. Though it is only recently that banks have taken the place of the primitive Devil in modern society, women have suspected it for years. They have long regarded them as the root of evil; symbolized them as causal error; placed them low in iconography where they belonged and used them to explain the mystery of dualism in human affairs. A woman depositor is a pilgrim in this vale of tears, and a bank is the Old Nick. Women have a talent for what is called intuitive personification, which, according to old church commentators, is one of the fine arts of the religious instinct.

4 She has not told him how she is going to vote, because a man usually acts like the candidate at such moments. He considers her vote against his party tantamount to a vote against himself. That millions of men should feel, even for an instant once every four years, that they are all running for President of the United States was not the original aim of woman's suffrage.



5 She has not told him she hardly hopes he'll believe her when she tells him something untrue. As she knows, women's success as liars has been greatly overestimated. The world has insisted that few women are born great poets, mathematicians, warriors, electrical engineers, and the like. Few also are born great liars. In any case, the individual should not be given credit for a lie, either good or bad, since a lie is an act of propagation; as with quarrels, it takes two to make a lie. In love, a lie is the portrait of the person who demands it. (Continued on page 97)

the Tyrol in Paris



• The Princesse Jean-Louis de Faucigny-Lucinge has just opened a little *boutique* in Paris. It's called "Baba and Company," after her own nickname, and it's given over to an amusing collection of sports and beach clothes —gay, silly, native Tyrolian and Scotch things that "Baba" herself wears. The clothes are not just native loot garnered from country stores, but beautifully made, perfect-fitting clothes— revised, toned down, and civilized by French needles. Here, on these two pages, are photographs of the Princesse de Faucigny-Lucinge wearing some of her own models

• Reminiscent of Kitzbühel is the brown linen suit (left), bound in green, and with an absurd red apron gingham blouse and jacket lining; Best. Brown felt hat from Suzy

• Typical Austrian suspenders of bright green flax hold up the white flax beach shorts shown in the photograph above, and expose a generous area of back to the sun; Bonwit Teller

HOYNINGEN-HUENE, PARIS







• On the white flax beach suit worn by the Princesse Jean-Louis de Faucigny-Lucinge in the photograph above, the floral motifs of brown broadcloth humorously take the place of pockets. The cut of the jacket, the wide revers faced with brown broadcloth, the strap fastenings—are all Tyrolian; Bonwit Teller

• Above, at the right, is an exact copy of a Scotch kilt in the form of a blue wrap-around beach skirt with dozens of pleats in the back. With her usual independent flair, the Princesse puts it with a Tyrolian jacket of white homespun flax, bound in blue, and a peasant blouse trimmed with fringe; Best

• In the photograph at the right, you see another rollicking beach outfit. It combines with great chic an authentic Tyrolian green felt hat, complete with feather; grass-green flax shorts, and a Tyrolian jacket of natural flax, faced in green. Even the silver buttons are Salzkammergut; shorts and jacket from Best





ALTAR-BOUND









• As a change from the traditional orange-blossoms, here, on this and the opposite page, are four new ways for a bride to cap the climax

• At the extreme left on the opposite page is Maria Guy's distinctive bridal head-dress. Mists of tulle are attached to a crown of silver lace mounted on a tulle cap in the same shade as the hair. The unusual bouquet is of white tulips; the Maggy Rouff dress, a beautiful white satin one—ceremoniously high at the throat, with picturesque sleeves and a sweeping train (see the small sketch at the left)

• Next, is Marcel Rochas's surprising idea for a head-dress—a diadem of little white doves surmounting a filmy veil of illusion. It accompanies a white satin dress with silver lamé tabs circling the throat and falling over the hands. In the second tiny sketch at the left, you see the details of this charming bridal gown

• Like a Normandy peasant's head-dress is Suzanne Talbot's halo hat of pearls, worn by the third bride on the opposite page. The short veil of white horsehair is wired and edged with pearls and crosses amusingly on the chest. Jenny's white satin dress (shown in the third tiny sketch, left) buttons trimly down the back and ties its train in a bow. The bouquet is of white lilacs

• Wild, white anemones are like stars on the Caroline Reboux coronet worn by the bride on this page. The tulle veil, which is attached to the coronet in back only, stands in stiff folds at either side. Paquin uses anemones to trim the bodice of his white satin gown, sketched directly left. White narcissus makes the bouquet



Bathing Beauties

• Pale pastels for the aquatic side of your life are practical and new—as in the pink "Krepe-Tex" rubber suit from the U. S. Rubber Company. The top snaps onto the pants; Bonwit Teller, New York; Bullock's-Wilshire, Los Angeles
• The plaid two-piece suit is of a silk so crinkled that the crinkles stay in, even when wet. A practically backless body—a complete suit by itself—plus tight-fitting pants; from Saks-Fifth Avenue, New York; I. Magnin, California
• The fresh little printed effect isn't a print at all, but a knit with a gay wall-paperish pattern woven right in it. A "Sacony" suit; Best, New York; and Marshall Field, Chicago

• Red lightning flashes on a white one-piece Gantner and Mattern suit with a halter neck of zephyr cord; from Peck and Peck, New York and Chicago
• "Sandpiper pants," a "Rough Neck" shirt, and a wide belt make a complete beach costume from B. V. D.; Best, New York; Marshall Field, Chicago
• Though never the twain shall meet, Jantzen's striped top and plain trunks are not too revealing; Wanamaker, New York; Marshall Field, Chicago



Pastel Felt

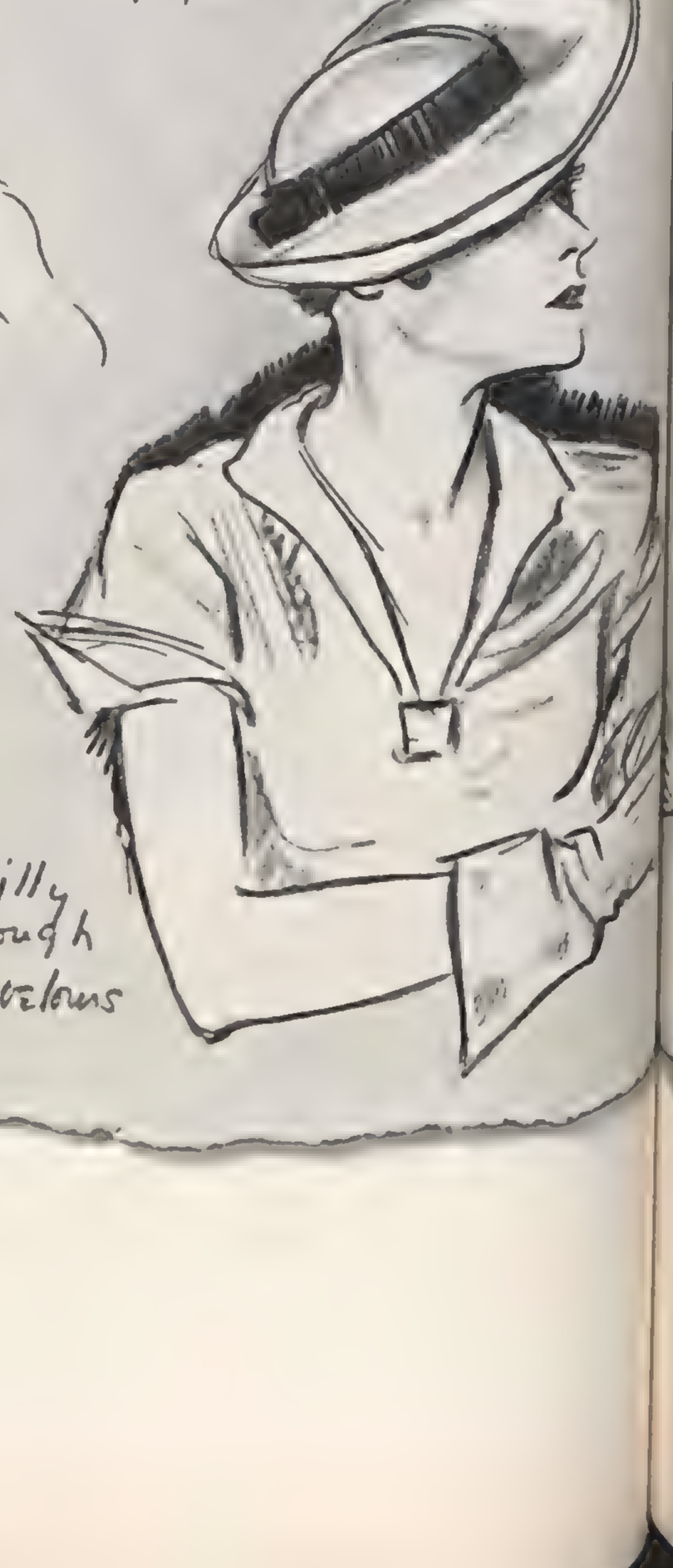


Talbot's putty felt goes Directoire; Milgrim



Rebour's new felt with hood-like crown; Jay-Thorpe

Dobbs' pale aquamarine felt shades and flatters



Lilly Dache's "Rough Rider" of grey velours

Straw-Yellow

Right-Lilly Dache's almost crownless yellow straw hat





A straw-yellow beret with coolie lines; Bendel

To wear with everything - coarse yellow straw; John-Frederics





VOGUE POINTS FROM CANNES



• Sketched on these pages are magnified sections of the smart crowd that gathers for apéritifs on the terrace of the Miramar Hotel at Cannes—close-ups of fashions that were first seen on the Riviera and will reappear at American resorts

• In the group above is Schiaparelli's rough silk dress. Next, a bather has pulled Schiaparelli's trousers with the trick side loop over her maillot. The third figure wears de Nagornoff's knitted trousers and blouse (Lilly Daché); the fourth, Schiaparelli's beach skirt of nursery-printed linen

• With her back to you (second group) is another smart wearer of Schiaparelli's rough silk frock. One of her companions wears de Nagornoff's flax shorts, longer in back (Fortnum and Mason); the other, Vera Borea's flannel romper suit; Saks-Fifth Avenue

• In the last group on this page are Jane Regny's flax coat (Hattie Carnegie) and linen suit with a divided skirt; wool sweater

• On the opposite page (top) is Vera Heller's hand-knitted suit

• Cotton net is the surprising fabric of the Mainbocher costume worn by the first lady in the second group. Her companions wear de Nagornoff's tennis dress with knitted flax accessories, and a wool beach outfit

• The third group shows Mirande's printed silk dress with a linen jacket, and Maggy Rouff's linen frock with striped cardigan

• In the last group, the seated lady wears Mirande's linen dress with gay shoulder bands. The Vera Borea shorts and top, worn by the next lady, are of piqué. The Vera Borea linen beach dress has a cross-stitched design, doll skirt, and double-cuffed hem



FOUR EXPERTS

For a brunette in the daytime — "Scarlet" lipstick, "Scarlet" cream rouge, and "Deep Blue" eye shadow. Blend the rouge high over the cheek-bones to frame the eyes. Carry shadow out from centre of the lid.

Dorothy Gray

For a brunette at night — "Light" lipstick, "Extra Light" paste rouge, "Violet" eye shadow. Keep the rouge up. Keep the intensity of shadow close to lashes.

Marie Earle

MAKE FACES



For a blonde in the daytime—
"Light" lipstick, "Prim-Ora"
rouge, and "Green" eye
shadow. Blend the rouge
out to create an open face.
Shade shadow imperceptibly
up to the brows.

Primrose House

For a blonde at night—
"Evening" lipstick, "Evening" rouge,
and "Blue Iridescent" eye shadow.
Use shadow to make eyes long
and languorous. For normal
face, rouge an inch below the
eyes and an inch from
the nose.

Helena Rubinstein



A gay, frivolous little cape that captures the mood of a summer evening is this one of crisp taffeta with its two deep flounces flaring out from the shoulder yoke. It's in a luscious shade of intense rose, and it may also be obtained in velvet. Toute Prête has this model

Cream coloured Indian brocade richly embroidered with exotic flowers is used for the maharajah evening coat in the centre. Stiff taffeta, veiled with chiffon, lines the brocade to give the exaggerated flare to the sleeves and skirt of the coat; Maybelle Manning

For cool summer evenings by the sea, what could be lovelier than this pale green velvet wrap that hangs straight from the neck-line with the swing of a mandarin coat? Cuffs of summer ermine band the sleeves, and an ermine bow ties under the chin; Sada Sacks



Cloaked in the night

In the background (left) is a charming and practical wrap of moire. The large ruff is extremely flattering; Madame et La Jeune Fille. The cape-backed coat of mulberry satin fits snugly over the hips and has a huge bow at the back of the neck; Toute Prête

Cool and frothy as sea foam is the wrap of embroidered cream batiste on Valenciennes lace that you see in the centre of the page; from Elizabeth Hawes. Right, above: mists of pale blue net are used for this three-quarters length cape; from Mary Walls



On the right track

ELEVEN A.M., and all's quiet at Piping River except the expectant hearts of the lady commuters. Half a day is already behind them: hustling their husbands off on the 8:10, ordering for the day, sending their children to school or play. Now, it's their turn to plunge into the city. And here they are, straining their ears for the whistle of the 11:05 as it rounds the Fox Meadow bend.

• Take Mrs. Jaynes, for instance, the first anxious figure on the left. She's wearing a brown-and-white print cap-sleeved dress with a jacket, from B. Weinstein. She's bound for the shops, her hopes intent on an evening dress that will knock 'em dead at the Country Club dance on Saturday night.

• Nancy Gledhill, the lass in imminent danger of falling over onto the tracks, is going to town to meet a Man. He likes her best in neat, crisp clothes, so she—compliant damsel—has on a brown-and-white crêpe print with a jacket that ends, most jauntily, in godets repeated in the skirt. She bought it at Sada Sacks.

• Next to her, Mrs. P. J. Griscom waits with her daughter, Polly, whom she's taking to town to buy beach togs and sodas. Mrs. Griscom is all set for a heat-wave in a new crinkly sheer outfit from The Tailored Woman. It's polka-dotted, with a jacket and shaggy flowers at the throat.

• Mrs. Byrne, bound for a chat with her divorce lawyers (she loathes the suburbs, and Mr. Byrne adores them), has a weakness for originality. Over a Paisley print dress, she wears a dark red linen coat, discovered at Jay-Thorpe. And don't think that all reds are hot—this brickish red can look astoundingly cool.

• Looking nonchalantly through her lorgnette and beautifully oblivious of the corporation in front of her, is Mrs. Jarvis-



Bottomley, Piping River's smartest matron. No one would guess that under her navy and dusty-pink print coat from Mary Walls hides a plain, dusty-pink short-sleeved dress, perfect for the country afternoon when she comes back from town. This is probably the only double life she leads.

• Teetering with anticipation of their gossip-flavoured lunch in the big city, Kitty and Joan peer down the shining rails; Kitty very forward-thinking in a black eyelet batiste suit with a white batiste blouse; Joan no less chic and cool in her dress of navy-blue net, printed in red and white circles, with a high childish collar. Both bought them at Jay-Thorpe.

• Mrs. Jackson, in the act of buying a paper from the newsboy, wears a pastel crêpe suit with an entirely shirred bosom and short sleeves under the jacket. She bought this gem for matinée wear at Best.

• The last lone figure on the platform (we have run out of names) is triumphantly cool in a navy-blue chiffon suit with a tiny figure and a red chiffon bow at the throat. It's from her favourite shop, Milgrim.

• Now for real news! The two fair damsels at the right are going to stay in town for dinner, probably on a roof-garden and probably for dancing; and they are wearing the new skirt-length for that express purpose. These gifts of God to daylight-savers are short enough not to embarrass them on the sunlit streets, yet long enough to be really feminine and festive. It's something we've longed for for many moons. The first dress is of navy-blue chiffon with a tucked capelet, from Bergdorf Goodman; the second, of black chiffon with elbow-length sleeves and a dashing tricoloured sash. Both dresses are from Saks-Fifth Avenue.





MRS. CLARE BOOTHE BROKAW



MRS. SHEVLIN SMITH

BANGS AND BOWS

GOOD coiffures are like good clothes—a lot of their success lies in the wearing. And the really smart woman has a way of making a coiffure a thing personal to herself which a fine hair-dresser recognizes and makes the most of. Here, you see three superb examples of this quality. Mrs. Brokaw wears her gold-blond hair in a long smooth bang, the rest of the hair radiating from a centre parting to give the effect of one lovely, unbroken contour. Mrs. Shevlin Smith brushes her hair straight back in an almost unwaved line from her forehead and back in ringlets over her ears. Her bulky, chic jewels are from Seaman Schepps. Mrs. Robert H. McAdoo, who has a notable flair for expressing her personality in everything she wears, has had all smart New York talking about the evening coiffure which you see opposite. Drawn back sleekly from her face, the hair turns over in curls on one side of her head like the crest of a wave, and in it she fastens, saucily, a little brown velvet bow.



MRS. ROBERT H. McADOO

CECIL BEATON

Tying a ribbon in high curls is a gay innovation



MARTHE RÉGNIER AND JEAN-PIERRE AUMONT

VOGUE'S SPOT-LIGHT

JEAN COCTEAU, that perverse play-boy of Parisian culture, has turned his febrile hands to the classics; and in "La Machine Infernale" followed, with little swerving, the grim legend of Œdipus.

This play was produced at the Théâtre Louis Jouvet before the suspicious smartness of the French social-intelligentsia; the type of people—precious, chic, or powerful—who comprise what the papers call a "brilliant audience."

It was not Cocteau, however, who made the profound impression. The delight of the piece was an optical one, and to Christian (Bébé) Bérard goes the credit for it. This Jovian-bearded designer made sets and costumes of penetrating beauty. The sets, clear-coloured and brilliantly simple, somehow gave wit and an essential reality to the story of mortal doom. The costumes were nothing short of inspirational. Subtle-toned tights of unbroken line for Œdipus and the men, making them like naked statues; draperies for the women that translated every movement into poetry.

If these costumes leave their imprint long after the play is off the boards, it will not be the first time that the stage has affected the visual life outside it. Often, the genius of theatre designers has borne its chief fruit in the fashions of the day. They propose and the dressmakers dispose. Their courage and instinct in combining colours, lines, and textures are the impetus towards the new mode; their exaggeration, the chic of to-morrow. Quod erat demonstrandum. MARYA MANNES



LUCIENNE BOGAERT, AS THE SPHINX



BÉRARD COSTUME, EXECUTED BY MADAME KARINSKY



A YOUNG SOLDIER



MARTHE RÉGNIER AS JOCASTA



• White painted willow is used for the wheeled chaise longue (left). The tufted cushion makes for comfort. The large engraved hurricane glass on its white iron stand is a perfect garden light. Both of these are from Lucie Newton

• Three graduated tiers of white iron shelves edged with delicate wire galleries make the effective flower-stand; Isabella Barclay, Inc.

• Gay yellow canvas laced to a white wrought-iron frame of simple design is used for the double-seated glider at the left, with its convenient detachable shelf for the amenities of summer leisure. The chair to match has a pleated canvas seat, and both pieces have comfortable angles at the back and are exceptionally easy to move. Blanche Storrs has these trim, colourful pieces





SITTING OUTSIDE

• The chair and sofa (right, on this page) go back to 1870 for their wire-work inspiration. Cushioned with white water-proof fabric, they are set off by the Chinese bamboo rug with a diagonal pattern. From Altman

• The white iron table and accessories; Blanche Storrs. Cushions; The Pillow Shop

• Metal canework distinguishes the terrace furniture of graceful Regency design (lower left on the opposite page); from Macy's

GARDEN SOLILOQUY

by Kate Brewster



FIGURE BY ALFEO FAGGI

SOME gardens start with every advantage of setting, soil, and climate, and it might be argued that, in beginning a garden, setting and soil should be the first considerations. Climate, for its general cussedness, has to be discounted even in its favourite habitats—almost everywhere, there is too much or too little of it. So, after making the necessary concessions to averages of various sorts, the determined gardener usually determines to use it solely as an alibi.

But, anyway, when I started out twenty-odd years ago to make a garden, the place in which I chose to make it lacked, to an unusual degree, both setting and soil. There were advantages of situation, for Lake Forest has its charms and conveniences. In those days, it was considered rather insane to build a house or plant a garden anywhere but on the bluff overlooking the lake, but a pioneer or two had established themselves on "the ridge," which might be unromantically described as west of the track and overlooking the slough. Actually, it is high land for level Illinois, has a wide outlook and ever-varying sunsets. If you were born among hills, it might seem austere and monotonous, but, to a child of the plains, it gives comfort and free horizons.

There was a little lake on our acres and one immense tree, and that was all. For that stretch of country that lies along the Green Bay Road, the old Indian trail and post-road, was one of the first in Illinois to be cleared for farming, and then, for a good many years, had not been farmed. The starved soil was heavy blue clay, and the winds came from miles in every direction to sweep it bare. The gardens had not only to be made from the ground up, but from two feet beneath the ground, and retrieved, so to speak, from all outdoors.



So, after the house was built on a terrace falling away to the west, its surroundings were divided into various units: lawns, a series of gardens, groups of trees, and thick shrubbery borders to shut it in, without shutting out the green sweep of country beyond its boundaries.

One of these series of gardens formed the western border. Curved across the place, and about three hundred feet long, ran a wide grass walk with wider flower borders backed with high shrubs. On the farther side of this path were three openings into the April, the May, and the June Gardens, devised to give flowers in their seasons, and then lie discreetly green with no aims or regrets, for the rest of the summer.

In the middle and on the axis of the house (but two or three hundred feet from it) lies the June Garden, which is walled and colonnaded. To the north is the narrow, irregular plot that bursts into bloom in May. To the south, sheltered by the wall from the north winds of spring, is the garden that blooms by fits and starts, and sometimes very tardily, in April. They are separate rooms, each shut off by itself to be visited in its prime and then forgotten. The path with wide borders is like a corridor along which you are supposed to pass, ignoring the entrances, except when the iron arch tells you that this is the month during which you are invited to enter and admire. At other times, the shrubs are allowed to grow across these openings and partly conceal them. (Continued on page 94)



HOYNINGEN-HUENÉ, NEW YORK

SELF-MADE SWAGGER

At Rockefeller Center, Paul Manship's very golden youth soars over a modern young woman clothed entirely in Vogue designs. The indispensable swagger top-coat (Design No. 6667) is of natural peasant linen from Erlanger Blumgart; the sports frock of blue Celanese "Piquenese" (Design No. 6671). Back view on page 106. Hat from John-Frederics

TOO MUCH GOOD TASTE

by Harold Sterner



"MY dear, you should see her apartment, she has such good taste." The chances are better than ever that some such phrase will crop up at every lunch or cocktail party. It is used as carelessly as, "I think she's terribly attractive," or "He's awfully nice," and usually means just about as much—which is to say that it means very little indeed.

What is good taste, anyhow?

To begin with, it is something that has its origin in a more deep-seated quality than a facile familiarity with the prevailing fashions. The ability to catch on to what is smart and chic this autumn or next spring has, in fact, nothing to do with good taste, yet nowadays it constantly passes for such.

No doubt, our Colonial ancestors, if we happen to have any, followed the fashions of their times. But they did so with an independence of spirit that placed their own sentiments and desires above the dictates of any work. What we have lost is not so much the keenness of eye with which to distinguish between a good chair and a bad one, as the integrity that makes us choose what we prefer ourselves, rather than what pleases our friends and our acquaintances.

Rarely does one see the house of a well-to-do American in which the décor gives one a vivid clue to the personality of the owner. It is true that the quality of the objects that make up such a décor is usually high. There are apt to be good pictures, first-rate antiques, attractive hangings and upholstery, and charming bric-à-brac; but when one has taken it all in, one realizes all too often that Mr. and Mrs. A. and Mr. and Mrs. B. might exchange houses and still feel more or less at home in each other's surroundings.



One wonders, for instance, how many people of to-day have the personal sentiment for the pictures hanging on their walls that their grandparents felt for the engraving of Landseer that reminded them of a trip to Scotland, or the view of the Bay of Naples they had purchased on the Grand Tour. Yet sentiment plays an important part in the formation of any real taste or good taste. Without it, the objects that people gather around themselves remain cold and unrelated, with no more meaning than a group of furniture in the show-window of a first-class antique store, or the nicely arranged corner of a smart picture-gallery.

More often than not, Americans of refinement live in surroundings that are as sterile, aesthetically, as a hospital is of germs. No personal whim or prejudice is allowed to sully the thoroughly disinfected atmosphere, and the result, which passes for good taste, is, in fact—like all sterile things—completely without taste.

There is so little that is alive, or personal, in most "cultured" surroundings of this kind, that one turns to the gaudy villa of an oil king, on the outskirts of an Oklahoma town, with a sigh of relief. For all its vulgarity, it is at least the expression of stony prejudices and visions.

Naturally, it is difficult to hold a brief on aesthetic grounds for the results that are achieved by such patrons of the "rough-diamond" variety. Although their entry into the world of art is often abortive, the history of their later days—or that of their children—is even sadder. As they progress from the wilderness in which sudden wealth has found them, they fall rapidly into the routine of cultural education.

Our family from the wilderness is apt to reach Fifty-Seventh Street towards the end of the first generation; certainly during the second. And when the paterfamilias is stocking up on Gainsborough or Romney, Reynolds or Raeburn, with an accompaniment of panelled rooms and eighteenth-century furniture, the (Continued on page 118)



SCHIAPARELLI (SAKS-FIFTH AVENUE) • SCHIAPARELLI

HORST, PARIS

NEW SPANISH CUSTOM

Castilian señoras, bound for bull-fights in flowing mantillas, put an idea into Schiaparelli's head. Why not a mantilla for the beach, to save your neck from sunburn? She tried it. Here are the results. A sailor-blue net mantilla falling from a white knitted hat, worn with a white maillot and a Spanish plaid skirt. A scarlet one on a blue hat, with a blue maillot and checked trousers. Crazy—but fun!

Shop-hound

Tips on the shop market



WHEN you read this record of my fortnightly Shop-Hounding, you'll think I'm an entertaining dog—existing solely for the Greater Glory of Guests. The reason for this burst of altruism was a lavish week-end in Washington, where I went by plane, air-weight luggage and all. When I arrived, the weather was so fine that my hostess decided to take me to her place in Virginia. I saw the swimming pool—a chip of blue heaven; saw the horses being exercised in the stable yard, the tennis-courts being rolled—and I would have deeded my ten-acre lot in Mohammed's paradise for a kit of country clothes. Some hostesses are born, not made—and of this God-given kind my hostess was a shining example. She introduced me to what she calls her unexpected closet for expected guests. Compared to that, the horn of plenty is a thimble of air—so full it was of every garb and gadget a country guest needs. I returned to New York determined to Shop-Find the duplicates of the benefits I had from that closet. Here is the list. You are welcome.

• At Altman's, I found the kind of swim suits that did so much to make my week-end a success—light-weight jerseys, the Jantzen or B. V. D. classic models. They are smart, becoming, and comfortable; they dry quickly and wear and wear; they are made in edible colours and cost very little (about $1.50). White terry shorts (at about $5), and halter tops, in any daring colour you fancy (at about $1.50) were discovered at Saks-Fifth Avenue. Bathing caps—devastating ones—, I found at Peck and Peck, of seaworthy rubber in flower-like colours. Each one is wrapped in cellophane—costs about 75 cents. Naturally, I went to Best's (this shop has a reputation for this sort of thing) to duplicate the big, engulfing terry robe I enjoyed so much—it reminded me of the one I used at my hotel in London. These make perfect beach robes. You'll find them in white, priced at less than $9.

• Shop-Hound spends most of her time nosing about the shops of New York. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue (please enclose a stamp)

I had to do some strenuous Shop-Hounding to find the duplicates of the Basque espadrilles I had loved for their looks and for their ease. Then I remembered my little Spanish delicatessen down on Fourteenth Street (218 West)—sure enough, Señor Moneo had them, made of white canvas with rope soles. They are a joy forever and cost only about 65 cents a pair. The floppy, heelless slippers of morocco leather as soft as a bird's wing make a grand alternative. Choose them in vibrant red, shining blue, or virgin white. From Best's, at about $2.50 a pair.

• After a swim, I turned to *the* closet for my riding-rig—and how well that closet stood by me. Out of it came a pair of tan cavalry twill breeches (you can get them at Saks-Fifth Avenue for about $8.50), a pair of Newmarket boots, with the canvas tops that make riding a joy on a sultry day (at Fortnum and Mason's for about $30). I found them pluperfect, too, for a long tramp through the Virginia woods, because of the strap that girds your ankle to keep your heel from slipping. Another star for them is that they are impervious to all the brambles in the world. With a pull-on sweater, I was perfectly turned out for a ride. Sweaters are no problem. Every shop has quantities of them in every known style and colour for as little or as much as you want to spend.

• For Sunday morning golf, I wore the same sweater that had stood by me so well on my ride; a flannel skirt buttoning up the front (De Pinna has a grand one at about $8.50), and a pair of English golf shoes with what I might call an inlaid rubber sole (at Fortnum and Mason for about $18.50). My hostess insisted that there was rain in the air, and I must carry a rubber cape—and how I needed it: we came back in a downpour. I was as snug as a bug in a rug and dry as a Sahara under this rubber cape—the kind that made Chicago's World Fair famous. You can get these at Altman's in every colour under the sun for about $1. While I was (Continued on page 114)

Vogue's Smart Economies



SELECTED BECAUSE—we couldn't resist the crisp white-and-gold smartness of the evening gown at the left. It's made of imported chiffon organdie, embroidered in an all-over design of small gold dots. A deep ruffle edges the décolletage and floats out in back like little wings. A stiff peplum adds a further note of transparency to the model. A white taffeta slip gives extra swish to the graceful skirt. You can find this dress at Best, and you will just love it; $40

SELECTED BECAUSE—the tennis dress with an adjustable back and a swagger coat (centre, below) show the vogue for knitted string crash at its smartest. The coat is of slightly heavier knit, with stripes to match the Lastex waistband of the dress. Coat, $12.75; dress, $15; De Pinna

SELECTED BECAUSE—the youthful monotone printed silk chiffon dress (below) is cool and smart for warm afternoons. Belt and bow of velvet. Silk crêpe slip. Franklin Simon; $30

for Summer

SELECTED BECAUSE—this women's dress (below) is of the softly casual kind that you can "live in" all summer. Of Cohn Hall Marx washable crêpe with a lacey look. The sleeves are loose and cool. Revers edged with cut-work. From Franklin Simon; $17

SELECTED BECAUSE—this short-sleeved dress with a separate jacket (centre) is a perfect hot-weather suit for any woman. It is of triple sheer silk crêpe in a monotone print. You'll find it at Wanamaker's; $30

SELECTED BECAUSE—a woman's chiffon evening ensemble, like the one at the right, is one of the most useful summer evening costumes she can have. The dress is well cut and has flattering, covered shoulders and a draped V-neck emphasized by a soft bouquet of flowers. The separate jacket has cascading cape sleeves, giving the new cape effect. Of all-over floral print in soft pastels. The slip is of silk crêpe. You will find this ensemble at Lord and Taylor; $30



WHERE AND HOW TO PURCHASE—On page 12, you will find a list of the shops that have Smart Economies. If none in your town appears on the list, write to Vogue, 420 Lexington Avenue (please enclose a stamped envelope), and we will send you the name of one located near to you



ANTON BRUEHL



FREDERICK BRADLEY

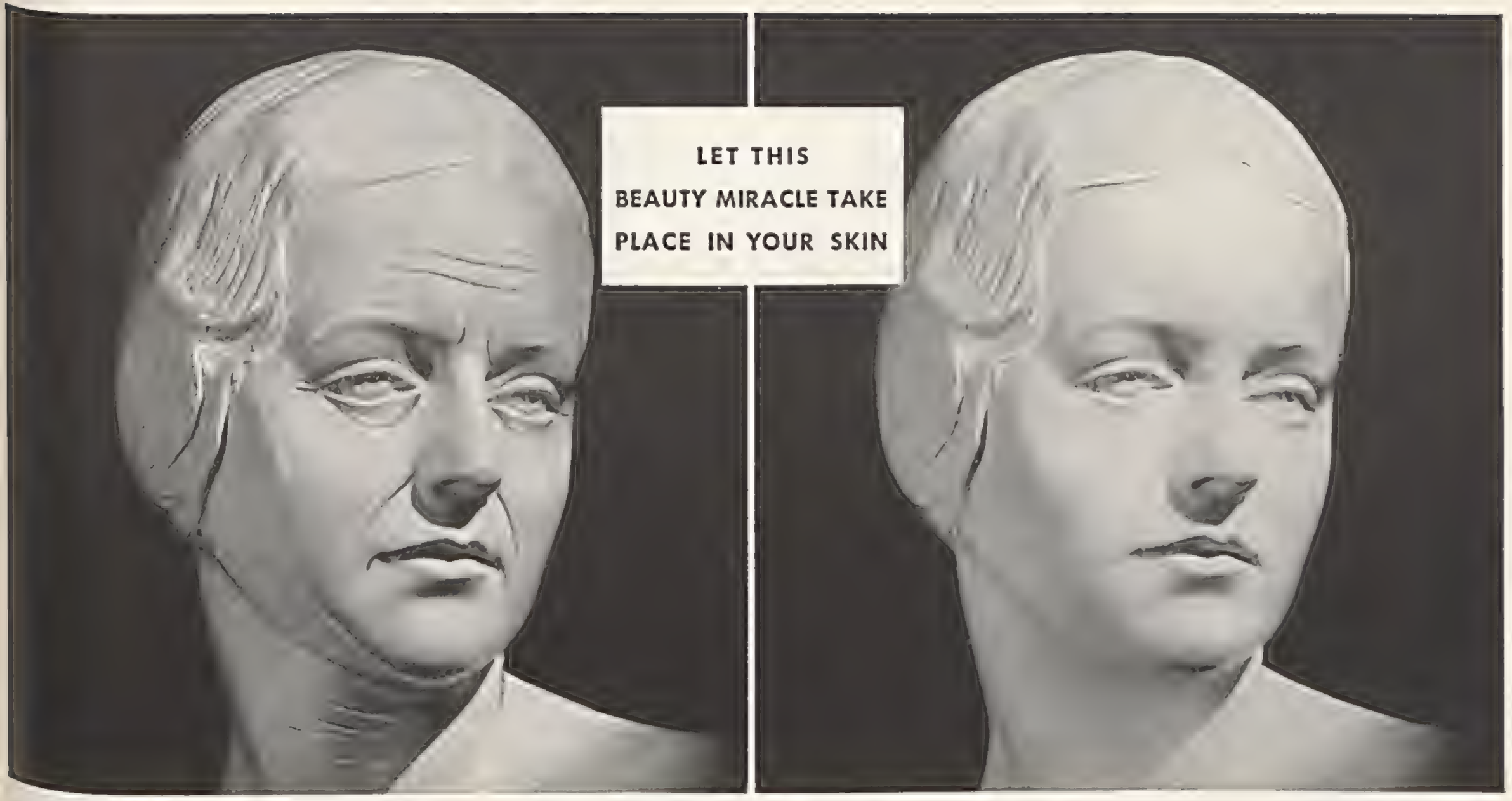
MADE FOR MOTION

AMELIA EARHART has her earthly moments. Not prosaically, but as an acknowledged designer of clothes for women who love the open air on land or sea, and who insist on outfits that are simple, sturdy, chic, and—above all—*right*

• In the photograph above, Miss Earhart is wearing a suit of her own design—a brown flannel Norfolk jacket and checked woollen skirt and coat in beige, brown, and green. The skirt is fastened with "Jiffy-Joins," a trick arrangement for easy fastening that is exclusive with these clothes

• In the smaller photograph at the upper left, Miss Earhart has donned a trimly tailored jacket of red-and-white checked woollen over her white dress of novelty washable fabric

• The mechanical gadgets at the left are buttons and buckles, amusingly transformed from bits of airplane equipment. There are many shops in America that have the Earhart models, and, in New York, they are at Macy's; in Chicago, at Marshall Field



Dear Reader, may we ask you to be patient?

UNTIL WE CATCH UP WITH ORDERS, PLEASE, ONLY
ONE JAR OF THIS NEW ALL-AROUND CREAM AT A TIME

WE SHALL appreciate it greatly if you will temporarily restrict your buying of DELV to one jar at a time until we have caught up with the demand.

Since the first DELV *advertisement appeared it has been absolutely impossible for us to keep pace with the orders that have poured in from every section of the country.*

It seems that literally every woman in the United States wants a supply of this new all-around cream right away.

We knew that DELV was a great discovery, but frankly we never dreamed that women would recognize its value so quickly.

Additional equipment to enable us to meet the demand will soon be ready, but in the meantime we shall appreciate your patience.

The verdict of 537 women

Before a single jar of DELV cream was placed on sale we gave it to 537 women and told them to use it exclusively, for every beauty requirement.

We expected an enthusiastic report, but when 511 of these women turned in glowing stories of the miracle this cream had worked in their complexions, we knew our years of research had not been in vain.

If you have an average skin, you are really a "One Cream" woman. In other words, DELV is the only cream you need to use for cleansing, nourishing and clarifying your skin.

You will say that DELV is the most satisfactory cream you have ever used; that it brings greater benefits to your skin than you have ever believed possible.

Check this for yourself
Make the DELV *test free*

Realizing there is nothing like personal experience with DELV to convince women of its value, Primrose House asks you to try this marvelous new all-around cream without costing you one penny. Simply fill in the coupon below and mail it to us for your sample jar. If you wish a full-size jar of DELV today, it is on sale at leading department and drug stores. The price is amazingly low, only one dollar.

Primrose House



DELV

PRIMROSE HOUSE
595 Fifth Avenue, New York

Please send me without charge a sample jar of DELV. I would like to try DELV by using the Cream exclusively until the jar is empty. (Print name and address)

Name_____

Address_____

City_____ State_____

[This coupon will be honored in the United States only]



SUMMER SCENTS



ON some fine summer's day, when the garden has its own scent under the sun and the woods lie cool with another, you inevitably find yourself grown weary of the perfume you are wearing. No matter how much you love it, or how you will return to it like a homing pigeon later on—at the moment, you're a little jaded. You want to be part of the fragrance of the sea breeze and the pansies in the little bed and the warm night. And, when this minute comes over you, don't let it down. Go on the scent of summer and see what awaits you among the lovely new light fragrances.

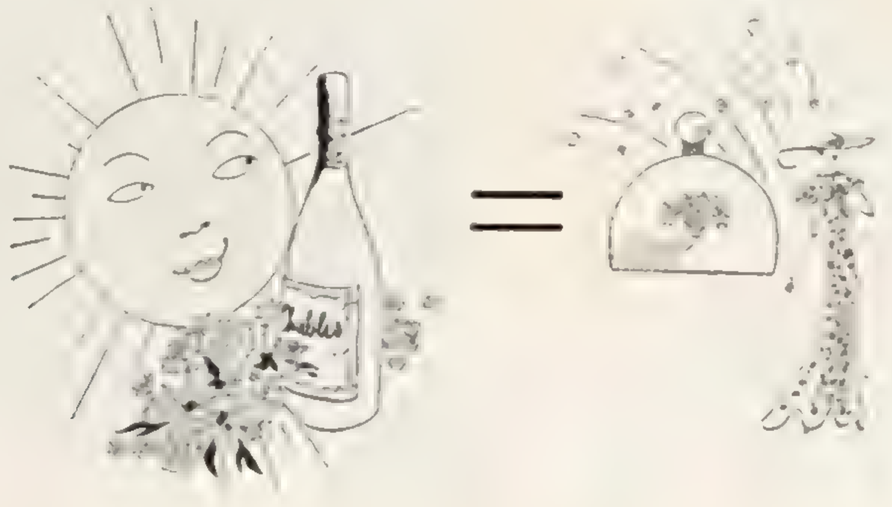
They are as diversified as the flowers themselves—these summer scents. You can find one you like in the cool, fresh category and make it as typically your own as any heavier, more sophisticated perfume. One expert calls the perfect summer blends "dry" perfumes. They are like wine, he explains. In the winter, at night, clothes of the *grande couture*, formal dining—for wine, say, an old, full-bodied claret; for perfume, one of sophistication, allure. In the summer, in the sunshine, lunch on the terrace, flowers in the garden and on your dress—for wine, a Chablis, perhaps, chilled and white; for perfume, a clear "dry" scent that refreshes—an idea we have tried to convey to you in two of the sketches on this page.

Aside from creating harmony with the season, you are doing yourself a service by giving your usual perfume an interval of rest. The perfume people say that we become "blind" to our own fragrance when we keep on interminably with the same one, and if we can't tell for ourselves how beautifully we smell, half the sheer joy of using perfume has evaporated with the fragrance!

Until recently, too many Americans have felt that perfume was something to be kept in reserve for grand occasions—diluted strain of Puritan ancestry, no doubt, because Frenchwomen never felt that way. And, even now, there is the feeling that it is not suited to some occasions—active sports, for example. To be sure, no one wants a horsewoman to spray perfume on her lapels just before she joins the field, or a golf sweater to be daubed with scent. But, if the freshest eau de toilette is patted all over your body before you get into any clothes, the clear fragrance that comes, not as a perfume, but as an emanation of you is a delight anywhere, any time, whether you're on a horse or a tennis-court. One Frenchman describes such uses as "perfume surprises."

Every one who talks with understanding of perfume, knows the importance of putting it on your skin, not your clothes. In the summer, this is more vital than ever. Pat it on after your tub, or spray it on in a fine spray from your atomizer. Thus, it becomes part of yourself, rather than an accessory. Furthermore, if you wait to put it on until just before you go out in the air, it evaporates very quickly. Never put perfume on skin that will be exposed immediately to the sunshine. The chemical action might cause irritation. No matter how you apply it, perfume evaporates more quickly in summer, and the way to be assured of its presence always about you is to have one of the little purse flacons in your bag. You see Frenchwomen using them, and always drawing a line of scent on the backs of their hands. This is because on the Continent gentlemen kiss hands, as opposed to shaking them, as witness that song to "Madame" that swept this country, but, alas, did not do much towards (Continued on page 122)





Right face! ...for summer

HOT WEATHER BEAUTY DRILLS BY DOROTHY GRAY

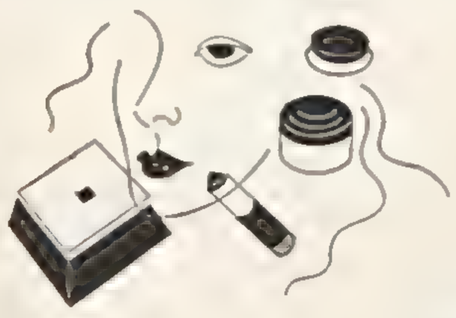


MAKE-UP

• What is the right face for summer sunshine and outdoor settings? A *natural* face, of course! And here is the most natural of all summer make-up rules: Choose your make-up by your *skin-tone*...and not by your hair, or your eyes, or your clothes.

Exactly *match* powder to your skin. Use lipstick and rouge that intensify the natural color in your lips and cheeks. And since today's smart faces accent their *interesting* features... the lips and eyes... use cheek rouge *sparingly*, but use lip rouge *generously*. And subtly shadow your eyelids.

Now to make this lovely, natural make-up *simple*, Dorothy Gray has grouped all her make-up preparations according to skin-tones. All you have to do is choose the powder that ex-

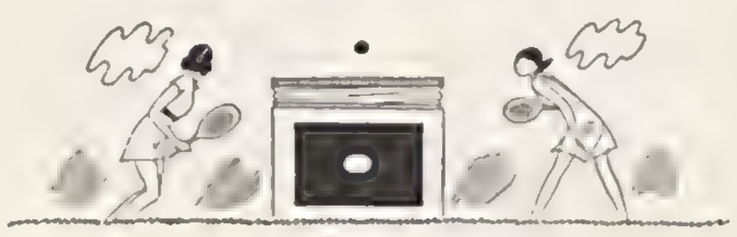


Cream Rouge, $2. Salon Face Powder, $3, $1.

Lipsticks, $1. Eye-shadow, $1.50.

actly matches your skin, and use the lipstick and rouge that harmonize with your individual skin-tone. Now here are the things you need: *Dorothy Gray Make-up Foundation Cream*. This will make your cosmetics go on evenly and cling. And it will give your skin a luscious, velvety look. $1. *Dorothy Gray Rouge* and *Lipsticks*... matched in color... matched in name. The famous *Cream Rouge* made on a finishing cream base that blends so beautifully. And it is waterproof! $2. *Lipsticks,* in clear, true colors ... waterproof, non-fading, indelible... made on a soothing, softening base. $1. *Dorothy Gray Salon Face Powder*... the same exquisitely fine, delicately scented powder that is used in all Dorothy Gray Salons, $3, $1. *Dorothy Gray Eye-shadow,* in sophisticated shades of *Blue, Deep-blue, Brown, Gray, Green, Violet,* $1.50.

Sensitive Skin Cream, $2.



TIME TO CHANGE CREAMS!

If your skin rebels at too-rich creams in summer, or if it gets sunburned, dry, and sensitive ... use *Dorothy Gray Sensitive Skin Cream*. It is delightfully soothing, softening, emollient... and gives a "touchy" skin the gentle lubrication it needs during the hot months. And it is so light and melting that it also may be used to cleanse the skin when sensitive. Each morning and night, cleanse your face deeply and thoroughly. Then smooth in a thin film of *Sensitive Skin Cream* and leave it on overnight. While you sleep, it helps smooth out "laugh" and "squint" lines, and keeps your skin flexible and soft, $2.



Sunburn Cream, $1.

REGULATE YOUR TAN!

This summer, you can have sun-tans à la carte! *Dorothy Gray Sunburn Cream* allows you to have just the shade you want... without burning or soreness. Make up right over it. It's non-greasy! Nicely scented.



Glazed Piqué Kit, $2.50. *Cork Kit, $10.*

For a heavy tan... brown as an Indian... use just a thin coating of *Dorothy Gray Sunburn Cream*. For a medium tan, use slightly more. For a light tan... or no tan at all... use generously. *Dorothy Gray Sunburn Cream* filters out the *burning* rays, but lets you benefit from health-giving rays. $1 a bottle. Or in charming beach kits. One is of cork, with *Sunburn Cream, Talcum, Lipstick,* tube of *Sensitive Skin Cream, Mirror,* $10. The other is glazed white piqué, with *Sunburn Cream* and a tube of *Sensitive Skin Cream,* $2.50. Ample space in each for all beach accessories.



NEW FREE LEAFLET

"How to use the New Make-up," containing complexion analysis and make-up chart in lovely, natural colors. It includes full directions for accenting your interesting features. Get one wherever Dorothy Gray preparations are sold...at all smart shops and better drug stores. Dorothy Gray, 683 Fifth Avenue, New York.

Dorothy Gray

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"ALASKA"

A flattering, velvety surface gives Alaska sealskin high rank among furs. The ideal of warmth without weight is achieved when Stein & Blaine create from these supple skins—black or deep brown —interesting coats of original design.

Stein & Blaine
INC.
13-15 West 57th Street, New York

GARDEN SOLILOQUY

(CONTINUED FROM PAGE 83)

This grass path, which has come to be called "Broadway," is shaded by elms and shut off from the rest of the place by hedges of *lonicera morrowi*, now eight or ten feet tall. Its perennial borders are about twelve feet broad and are planned not for continuous bloom, but for recurrent periods of bloom. You must enjoy its promise while the April Garden is in flower, but, in May, the procession begins. The first set of flowers is early iris, such as *florentina, albicans*, and a deep purple variety that has been with us so long that its origin is lost in the past; groups of tulips; and quantities of bleeding-hearts. Next come edges of *cerastium tomentosum*, dianthus, and double-flowering arabis with repeated groups of iris *germanica* in gradations of colour; lots of columbine and *thalictrum aquilegifolium*, mauve and white; and lingering tulips. Then *nepeta mussini* appears in the edging, with the grey foliage of the earlier plants, and single peonies provide the excitement. These are proud plants, because they are all Covin Tree Seedlings (the place takes its name from the big, old tree that was its only indigenous ornament), and, in the eyes of their trainers, are very beautiful. Their round, reddish buds are charming during their predecessors' period of bloom, and their foliage makes a handsome foil as the summer advances. Next in line come large groups of delphiniums with regal lilies, *heuchera sanguinea, thalictrum glaucum*, and unexpected outcroppings of other early summer plants. For late summer, the bloom is white set in green—phlox, *gypsophila paniculata, fl. pl.*, and *platycodons*. In the autumn, hardy asters and other late-blooming plants that straggle a good deal give the border a certain dishevelled confidence.

"BROADWAY" IN GREEN

In these twin borders, nothing is planted that has not good foliage value, and a great deal of consideration is given to the forms, shades, and textures of the green. Whether there is colour or not, the beds give an effect of massed verdure that is sometimes more pleasant than colour. Indeed, as a garden ripens through the years, the structural effect of healthy green masses overlaid with occasional draperies bloom seems the most satisfactory way to plan a garden. The seasoned gardener learns that continuous bloom is impractical and tiresome, useful to disguise defects, but of secondary importance to the essential design. "Broadway" must always be interesting, not only because it leads to the monthly gardens, but because it is a special feature for the garden as a whole. Like every spot that depends for its beauty on growing things, it has its more forlorn moments, but it can not afford to take chances with unsuitable or unreliable plants. For days of spectacular success, it has more days of green serenity, and the bronze figure of a quiet, kneeling girl at the southern end is a suitable embellishment. This charming fountain figure is by Alfeo Faggi. She kneels beside a little circular pool and is veiled by the water that replenishes it. Forget-me-nots, primroses, bleeding-hearts, striped *zomerschoon* tulips, lilies, and violas surround her in their seasons, and she is shaded by lilacs and wild crabs.

The April Garden is not dependably punctual, but, no matter how cold the winter, there are always a few little specie crocuses or snowdrops sticking up their noses on the first, to fool us into thinking that spring is imminent. The April Garden has a surrounding belt of cedars, junipers, yew, and other evergreens to shelter its early blooms, and forsythia, *viburnum carlesi*, and wich-hazel overhang the varied early and tiny bulbs mixed with *hepatica triloba*, bloodroot, and some very small *helleborus niger*. The scillas and chionodoxas are most lovely with the wand-like forsythia, and, when the various sorts of daffodils shoot up among them, spring has really arrived. In one end, hyacinths are naturalized and now have many spikes set sparsely with coloured bells instead of heavy, fat ones, and, at the other end, a number of varieties of specie tulips, beginning with *kaufmanniana*, race with the most engaging little specie narcissi. The earliest of the larger daffodils are also planted here, February Gold, and a dozen others.

APRIL FLOWERS

The April Garden is roughly square in shape, and very simple—grass in the middle with irregular borders all around with limestone edges. Between the stones grow arabis, *aubrietias*, and other early creeping plants. This year, the little *susianus* and *tomasianus* crocus were shredded by the first flight of bees on April fourth, but it was to take many warm days to lure out the less gallant blooms.

The May Garden is long and narrow, its pointed end filled with the native wild crab, *malus ioensis*, and with some thorn-trees well in sight. Against the wall of the June Garden that forms its barrier to the south is a long row of Persian lilacs that are now very large and smother themselves in bloom. A strip of grass runs through the middle, but most of the garden's floor is a tangled mass of all sorts of things that bloom in May or thereabouts. Some of the earliest peonies flower there—Avant Garde, the first of all, so frail and beautiful that it seems wasteful to have it come and go in less than a week. Its charming foliage lasts throughout the summer, but its crêpe-like pink petals fall in a day if the weather turns hot.

Under the crabs, the ground is covered with mertensia, trilliums, *tulipa sylvestris, aquilegia canadensis*, violets, and narcissus—anything, really, that chooses to come up. Under the lilacs are primulas, and a little rock path is edged with daphne and grape hyacinths. Forget-me-nots are encouraged to take possession of any space that other plants leave bare, and the less mannered sorts of cottage tulips are set in large groups. There are pleaty of bleeding-hearts, some of the earlier varieties of white lilacs, some bridal-wreath for its background of white, and a great many other things that I forget each year until they spring up in the (Continued on page 100)

The only cosmetic admitted to the Basic Science Division of the Hall of Science at A Century of Progress



He rubbed sunshine vitamins through a mouse's tail

AND PROVED THAT HIS NEW ALL-PURPOSE BEAUTY CREAM COULD MAKE A WOMAN'S SKIN GROW YOUNG

TO PROVE that his new, vitamin D beauty cream could actually penetrate the skin, an eminent scientist demonstrated that he could cure white mice of rickets by applying an irradiated cosmetic to the surface of their tails.

He kept careful case histories which he placed before scientific authorities, winning the approval of a great university and also resulting in having Vita-Ray cream admitted to the Hall of Science at the Century of Progress, the only cosmetic to be so honored.

Today thousands of women will testify that Vita-Ray is the only beauty cream they use, that it performs every function of a cosmetic with the greatest benefit to their complexions.

No dangerous "hormones"

Vita-Ray is not an experimental "hormone" cream. Hence it may be used with absolute confidence and safety.

Its active agent is vitamin D, the sunshine vitamin without which every living thing would perish.

Every single jar of genuine Vita-Ray cream contains 400 A.D.M.A. (vitamin D) units which are carried directly through the skin layers to make your complexion young.

Vita-Ray is no untried theory. It is an established scientific method which has behind it a solid wall of laboratory approval.

At the Century of Progress it was the only cosmetic to be admitted to the Basic Science Division of the Hall of Science, where it was an integral part of the vitamin D exhibit.

How to use Vita-Ray Cream

The Vita-Ray treatment is neither complicated nor costly. You apply it at your own dressing table just as you would apply any other cream.

To the eye Vita-Ray is just a fragrant white cream not greatly different from the creams with which every woman is familiar.

The great difference lies in the fact that Vita-Ray and Vita-Ray alone contains vitamin D in a form that enables it to be fed directly through the skin to the subcutaneous cells. It is an all-purpose beauty cream in every sense of the word. It is the only cream you need to use for cleansing, nourishing, clarifying, and as a powder base.

First cleanse the face thoroughly with Vita-Ray and remove with cleansing tissue. Then pat in additional Vita-Ray cream until it disappears.

Do this night and morning for a week. By that time the first tangible results should begin to show.

First the complexion will seem to take on a new freshness. Lines and wrinkles will begin to grow dim and vanish. Scaliness and excessive dryness will disappear. The skin will actually seem to be growing young.

You can buy a jar of Vita-Ray at any good department store or at one of the leading drug stores for one dollar. Or we will be glad to send it to you if you will fill in the coupon below.

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VITAMIN CREAM

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Salon: 10 East 49th Street

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Send no money — pay the postman when he calls

V-6

THE VITA-RAY CORP., Lowell, Mass.

Sirs: Please send me a jar of Vita-Ray Vitamin Cream. I will pay the postman one dollar when it is delivered. (If order is in Canada coupon must be accompanied by $1.50 in cash or money order.)

Name_____

Street and No._____

City_____ State_____



S-3701









6626

TEN PATTERNS?

No ... we've shown only two

NOT content to give you the most charming of designs . . . Vogue Patterns manage to be versatile, as well. True, not *every* Vogue Pattern does protean tricks, but most of them are so flexible that you can choose a version that is utterly right. Right for you . . . and for the occasions on which you want to wear it.

Reading from left to right, in the approved fashion, Ensemble No. S-3701. Simple as can be . . . and very new when you have your daytime dress of a print and your jacket plain. The small twins next in line show the dress sans jacket, and the back-view. Then come the two views of the more formal version . . . plain of skirt (it's longer, you notice) with printed top and jacket. The back of the frock is surplice . . . low enough for that important daylight-dining dress. This Vogue Special Pattern comes in sizes 32 to 44 and costs $1.

No. 6626 makes a grand street ensemble, either for a print with plain revers, or with print dress and plain jacket. If you have a longer skirt (plain) with a printed top and jacket you're ready for any cocktail-into-dinner party. Sizes 30 to 40—75 cents.

Gloves to match either the revers or the print? You'd be surprised how easily you can make them, from Vogue Pattern No. 6562. Sizes 6 to 7½, price 40 cents.

To see the many new Vogue Patterns, go to any good Department Store or buy a copy of Vogue Pattern Book—it's 35c at those stores—or on newsstands.

We do tricks with nothing up our sleeves—except chic, of course

Frock No. 308 is cool and chic for summer dining. Stiffening is used in the full, shirred sleeves to give a crisp effect. Designed for sizes 32 to 42. Of McCutcheon's marquisette

No. 307

No. 308

Suit No. 307 tops its slim-fitting, two-piece skirt with a charmingly casual swagger coat, belted in front and vented in back. Designed for sizes 32 to 42.

309

Ensemble No. 309 smartly combines a swagger coat, a skirt, and a bolero with a novel sleeve that reveals the lingerie blouse beneath. Designed for sizes 12 to 40. Of Forstmann's "Cedar Bark"

New Couturier Designs for Dressmaking

Sew Something Simple



No. 6687

No. 6683

Frock No. 6683 is "Easy-to-Make" and as smart as it is simple. Note the novel neck-line. Designed for sizes 12 to 42. Of Cheney's "Romanub" crepe

Frock No. 6687 - Practicality and tailored chic are combined in this one-piece shirtwaist frock. Designed for sizes 14 to 42. The material is a knit fabric of Du Pont acele



No. 6684

Ensemble No. 6684 - This "Easy-to-Make" costume is superb for wear around town. The huge bow is soft and flattering. Designed for sizes 12 to 40. Of a Bloomsburg tailored print of Crown Rayon

— but chic



Frock No. 6685 is simple in line and "Easy-to-Make". Long sleeves may be substituted for the short, slashed sleeves. Designed for sizes 12 to 40. Of printed crepe; Wager and Hirsch

No. 6685

Ensemble No. 6686 leads a sporting life with its front and back skirt pleats and well-fitting back yoke. It is designed for sizes 14 to 46. Of Du Pont rayon knit from William Heller



No. 6686



No. S-3718

Ensemble No. S-3718 - Wear the jacket at cocktail time and take it off for informal dining. A smooth-fitting waist is assured by tucks in the bodice. Designed for sizes 14 to 42. Of flat crepe from Skinner

Young Things in Cotton

No. 3469

No. 3472

No. 3473

No. 3470

No. 3471

No. 3474

1. Sanforized Shrunk „Rib-Sau;"
Fred Butterfield
2. Printed organdie; William Lind
3. Lawn from Everfast
4. Robia anti-crease checked voile
5. Sanforized Shrunk „Gaybrook;" Henry Glass
6. Robia anti-crease piqué voile

All of these designed for sizes 10 to 14

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 360 Adelaide Street, West, Toronto, Ontario. Prices are given on next to the last page

12 THINGS WOMEN NEVER TELL MEN

(CONTINUED FROM PAGE 61)

6 She has not told him what she paid for her clothes. That is to say, she has told him, but in the modern Washington, D. C., manner—i.e., according to an arbitrary momentary monetary value that used to be called price-fixing, and which may be more or less than, and rarely is the actual price paid. This conversational juggling with *valuta*, this deflation and inflation of material, visible values supplies most women with the only satisfactory moment of megalomania most of them ever get a chance at. In that moment, they are dictators who set their own rate of exchange, coin their own currency, peg their private dollar. It's a rare imitative moment of male power.

She has not told him anything she does not want repeated. The post-War epoch has not nurtured the silent, modest male. Fanatical necessity for financial success, crazed competition, publicity as it has been practised have made modern men garrulous. In each age, science has supplied society with the machine it was awaiting as its next new altering influence—the microscope that men might look inward on matter; the notion of the roundness of the world, so that merchants might richly voyage out; the kite to bring electricity down from the skies into the world's front hall; Watt's kettle of steam. The post-War invention has been the loud-speaker and the radio, one of which magnificently amplifies immodesty; the other of which cuts privacy short by giving everything a place in the air. During exciting periods of history, braggarts have always been valued at above par in every land; the picaresque novel bursts with braggadocio. The silent hero who betrayed no confidence and said naught behind his drooping moustache has taken his proper place in the world—on the top library shelf. The violet is not a masculine flower.

She has not told him that she has spent the day doing nothing, if he has had a hard day at the office, even though he enjoyed his labour more than she enjoyed her idleness. The difference in weight between the lives of men and women in the easy classes to-day is one of the causes of silence between them.

She has not told him he isn't as ill as he thinks and hopes, when all he has is a touch of liver or a head cold. Men enjoy a minor malady and, with a nice woman's help, prepare to make the most of it. The silent bravery they show on the battle-field is part of men's mysterious group relation with men or the most heroic in individual conduct that they have to give. In peace, they loudly appreciate a large handkerchief, a slight temperature, a few germs, and a great deal of sympathy.

She has not told him she has been in love before, unless he and she are both rare. Fortunately, the rare is becoming increasingly routine in modern emotional relations.

11 She has not told him that, in flattering him, she is flattering her own vanity, or a task that he might better have organized in the first place.

12 If she is a woman of consequence and he is the man she loves, the only things she has not told him are the things she has not told herself.

This is stranding

...the new vibratory brushing technique that brings life and lustre to your hair



Use the Stranzit regularly to offset summer dryness



"The Stranzit is wonderful—we use it"—Arnauld of the Roosevelt Beauty Salon, New York.

The Stranzit is the new hair brush designed by beauty experts to care for the upturned coiffures. The Roosevelt Salon has just finished a 6-week test of Stranzit brushing treatments.

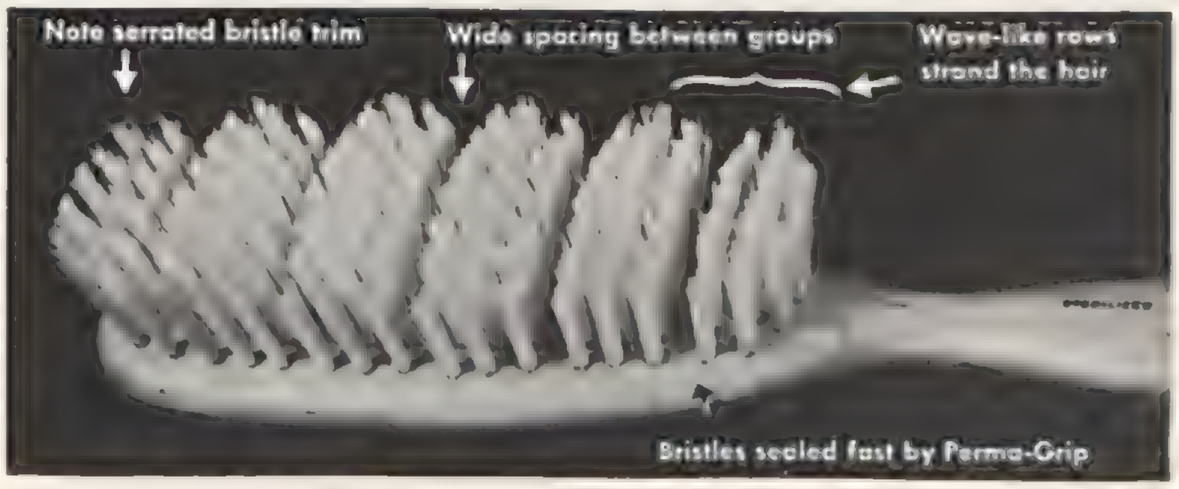
Results were astounding—as hairdressers and beauty editors who witnessed the test agreed. "Hair showed remarkable improvement in sheen and general elasticity," said one. "Stranzit vibratory hair treatments are of immense benefit to a permanent," said another. Already thousands of women are using the Stranzit in their own homes. They are "brushing up and out" as hairdressers so strongly urge.

Why don't you give your hair this modern care? Get a Stranzit brush and begin! Note how unlike an ordinary hair brush the Stranzit is. Bristles are set in wave-like rows. This brush picks up the hair; divides it into strands. Each hair gets a thorough brushing and the scalp circulation is stimulated. In just a few weeks, your hair gains new life—gets the "strength" to hold the brushed-up position required by the new hair fashions. This summer the Stranzit will be useful to offset the damage done by sun, wind, and salt water.

The better department stores have the Stranzit. Prices $1.50 up. If you fail to find it, write us. Pro-phy-lac-tic Brush Co., Florence, Mass.

The NEW Pro-phy-lac-tic

STRANZIT *Hair Brush*



HENRI
BENDEL
INC.

IMPORTERS AND DESIGNERS
OF
CLOTHES FOR WOMEN

Presents

during the month of June

A COMPLETE COLLECTION OF
LATE SUMMER AND
RESORT APPAREL

To our clientele
throughout the country

PLEASE NOTE

We shall open our Southampton shop the last part of June, and the shop at Newport early in July, where we shall have evening gowns — wraps — dresses — suits — sportswear — lingerie and accessories: — Clothes for every occasion.

10 WEST FIFTY-SEVENTH STREET, NEW YORK

PARIS SOUTHAMPTON NEWPORT PALM BEACH

BEAUTY FOR THE FACE



MARTIN BRUEHL

Herewith, ladies, is a varied assortment of beautifiers for your face. And, on the opposite page, we are giving you ideas of which thing is good for which face. On the bottom shelf is a noble array of things to clean your skin. On the second, preparations that will soften or stimulate it. On the middle shelf, you find powder foundations and beautiful powders. On the shelf next to the top, there are all kinds of glamour-making things for the eyes. And, on the top shelf, lipsticks and rouges

BEAUTY FOR THE FACE

ON page 43 of this issue, you are regaled with suggestions for beautifying your face. On the page opposite this one, you will observe all sorts of preparations for carrying out these suggestions. Let's get it straight about the preparations, first. This display doesn't mean that the houses represented make only these preparations —or even that they consider them particular *spécialités de la maison*. We picked them out ourselves as good preparations to illustrate our points.

Now, to business. On the bottom shelf, there are cleansers. If you like to use soap to get your face clean, we have shown you four good ones—Lux, Pall Mall, Roger and Gallet, and Woodbury. If you have a dry skin, it's a good idea to use a little cream after soap, for softening. A good rich cream, like Harriet Hubbard Ayer's Luxuria, is a superior cleanser for dry skins; and for a very dry skin, try a cleansing oil, like Daggett and Ramsdell's.

If you have a normal skin that you want to keep good and clean, look for a light cleansing cream and a fresh tonic, like those you see from Daggett and Ramsdell. Get every bit of the cream off with tissues, pat the tonic on with pads of cotton. Barbara Gould has another such combination—you see this cream in the back row on the shelf.

If you have an oily skin, but still like a cream for cleansing, the quick liquefying kind is indicated, such as Pond's makes. Ambrosia is a superb liquid cleanser for oily skins (if you like it for a dry skin, use a cream with it). Helena Rubinstein's Beauty Grains (there in the corner) are a superior cleanser for an oily or a coarse skin. Lots of the gals in Hollywood swear by these beauty grains, and use milk with them in place of water. Or, if you want a cream that smooths and refines your face the while it cleanses, you do well to try Junis, which you see in the middle, in front.

SOFTENING AND STIMULATING

The business of softening or stimulating the skin can be entrusted to the preparations on the next-to-the-bottom shelf. Do you like a cream at night? Pond's is a classic. Marie Earle's Essential Cream (seen in the back row) is rich in softening oils, as well as being a good cleanser. Vita-Ray is irradiated with Vitamin D, the sunshine vitamin. Harriet Hubbard Ayer's Skin and Tissue Cream softens nobly, as does Daggett and Ramsdell's Tissue Cream (both in the back row). If you have an oily skin, but still need a cream for softening, as is sometimes the case, try Rose Laird's Marigold Cream (front row). If you like a liquid to do this work, there is Velo-Derma's Intra-Cellular, a preparation that not only leaves your skin soft, but has a heavenly fragrance. You can put one of these on while you are in your tub. Or, if you feel you need one on overnight, pat it on, leave it long enough for the skin to absorb as much as it will, then wipe the rest off with tissues and go smooth-faced to bed.

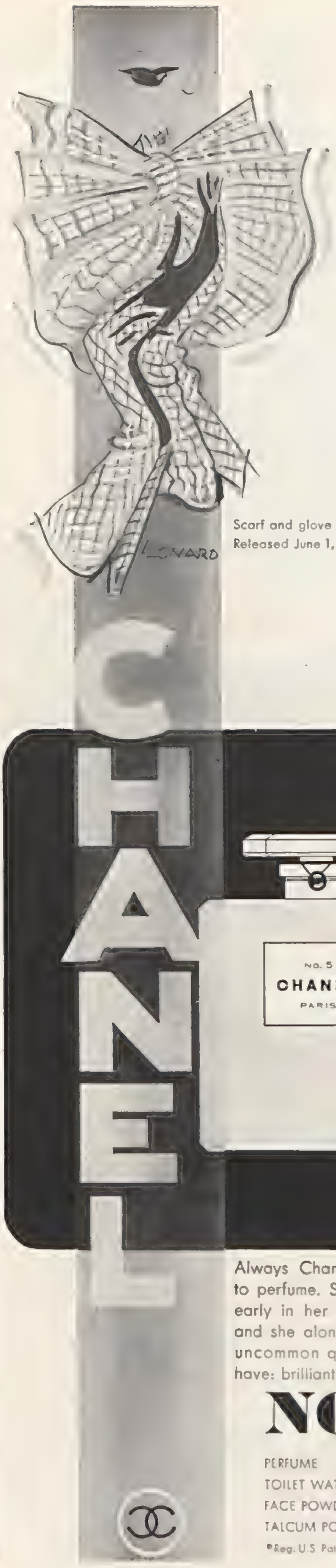
As to the rejuvenating preparations, several efficient ones appear on the same shelf, the second from the bottom. Helena Rubinstein's new Hormone Masque (the big jar in the back row) looks like a layer of thin pink satin when it has dried on your face. Its effects last on into the second day. Kathleen Mary Quinlan's famous Strawberry Masque (in the black jar) gives your skin a vital look. Primrose House Circulation Cream (centre, in front row) brings new blood tingling up. Princess Pat's Egg Masque (right, in front) has real eggs in it, as well as oils, excellent for reviving tired skins. And, Deletrez's Eastern Unguent (next to right, in front) helps to make your skin firm and fresh.

If you put a foundation on first, your powder—in fact, your whole make-up —profits immeasurably, and, on the third shelf, there are some good ones chosen for different kinds of skins. Dorothy Gray's Make-Up Foundation gives your skin a flattering smoothness. Princess Pat's Tinted Foundation is another generally flattering finish, and it is made in a wide range of colours. (These are the two jars in the front row.) If yours is a very dry skin, Lenthéric's Lait pour le Teint has a gentle, persuasive way with it. If it's oily, Rose Laird's Carbolized Lotion seems to subdue the oil and keep the powder on. (These are the two bottles in the back row.) The famous powders on this shelf in boxes you recognize are, in front, starting left, from Coty, Houbigant, Guerlain, Caron, and Marie Earle. And, in back, Caron, Pond's, and Primrose House.

VOGUE'S EYE VIEW

If you don't know the joys of an eye bath, the first thing every morning, it's time you learned! On the eye shelf, next to the top, you see Primrose House Eye Bath and Kathleen Mary Quinlan's Eye Bath. The Quinlan preparations are pioneers in the eye field, and you will see her astringent and eye cream, for combating rings and circles around the eyes. The smallest bottle holds the Quinlan drops, to make eyes sparkle. The little Kurlash iron is intended, of course, to turn up your lashes. There are Maybelline, the famous mascara, (next to the right in its new red box), and Dorothy Gray's Liquid Lashique, and Kathleen Mary Quinlan's Cosmetique, and some of her many eye shadow shades. Shadows, by the way, are things to experiment with. The usual rule is to match the colour of your eyes, but the unexpected shade may prove the most becoming.

Up on the top of our cosmetic shelves, you see rouges and lipsticks. There are Dorothy Gray cream rouges (in the round, blue-topped pots), in a complete range of shades (more than we have shown), and they have both lipstick and lip paste to match. Cream rouge must always be put on when the skin is damp, with tonic or a finishing preparation, and always just a little at a time. The boxes with the flower baskets hold Houbigant's new finely powdered rouge, and the little square cases hold Lenthéric's cake rouge, smart for handbags. In the line-up of lipsticks, you find those from Louis Philippe (who also has Rouge Incarnate for your cheeks, to match every lipstick shade); from Guerlain, Tussy, Tattoo, and Perma-Point.



Scarf and glove set by CHANEL
Released June 1, 1934

EVANS LEATHERS

CONTRIBUTE TO THE STYLE AND EASE OF FOOT DELIGHT SHOES

A grand combination of style and ease — a blend of sparkling patterns, with a comfort which is rare in shoes so light and smart.



The Foot Delight model illustrated is fashioned of Evans Black (Ruby) Kid. In fact the creators of these famous shoes rely upon the refreshing "natural beauty" of Evans Leathers in many of their most popular patterns. Soft and mellow, Evans Leathers enhance both the beauty and comfort of any shoe in which they are used. John R. Evans & Co., Camden, New Jersey.

Evans Kid Leathers

in Black and standard colors

BEAUTY FOR THE FORM



MARTIN BRUEHL

Behold a galaxy of preparations to contribute to the beauty of your body. On the bottom shelf, you see things to soften and perfume your bath, and others to do the same for you before you get into it. On the next, fragrances for frictions and lovely dusting powders. On the middle shelf, entrancing preparations to protect the skin during tanning, and enhance it afterwards. On the shelf next to the top, deodorants and depilatories. And, on the top, nail polishes and creams to beautify hands and arms

BEAUTY FOR THE FORM

SINCE we can't very well show you a glass shelf full of Swedish masseuses, reducing machines, and exercise-rooms—all of which contribute mightily to your bodily beauty—, we have begun by showing things to make your bath a beauty-making place.

Observe then, on the bottom shelf on the opposite page, an assortment of preparations to soften and perfume both the bath water and you. If you live in a hard-water section of the country, you know that these softening adjuncts are really vital bits of equipment. Ranged along the bottom shelf, you can discern from their labels the 4711 bath salts, as well as Yardley's lavender. Yardley has a new one, too, Lavendo meal, in the round box. This contains oatmeal and makes skin and water velvety soft. Kathleen Mary Quinlan contributes her spicy new Verdant Pine bath oil in the cylindrical bottle in back, and Mitcham's has the famous Liquid Lavender in its chubby bottle (back row). If you can't see the label on that dark bottle in front, it is Helena Rubinstein's Enchanté Bath Essence, and *enchanté* is the right word for that fragrance! Lucien Lelong Parfum de Bain (in the small bottle) requires only two or three drops to do its glamorous perfuming.

On this same bottom shelf are also two preparations of a different character—Primrose House Smooth-skin Oil and Scandia-Jourde Crème pour le Bain in the jar in front. These are the things we were thinking of when we said to anoint yourself all over occasionally before you get into your tub.

FRICTIONS AND DUSTING POWDERS

On the second shelf from the bottom, you will find powders to dust yourself with after the tub, and eaux de Cologne and toilet-waters for the purpose of giving yourself a friction and making you feel generally fresh and lovely. We are always talking about frictions in Vogue, and, certainly, the practice is increasing among smart Americans. It just means spraying or patting eau de Cologne all over yourself, then giving yourself a good rub-down with your hands or a Turkish towel or loofah. For the eaux de Cologne and de toilettes we have lined up, as you can see, Mitcham's lavender (in the wicker flask), Yardley's English lavender (left, in front), and next to it eau de Coty. Next in order are eaux de Colognes by Lenthéric, Zibelline, and Crêpe de Chine, with Lucien Lelong's in the back row. Suggested among love-ly dusting powders are Roger and Gallet's new Afta-Bath (in the corner), Houbigant's Quelques Fleurs (with the flower basket), and Guerlain's beautiful glass jar with the mammoth down puff. Don't overlook the joys of these puffs. They dust on powder in such a tender, beneficent manner that you will never want to be without them.

Don't let one inch of your body get burned, whether you tan or not. We have now been saying this for a long time, and the current trend is definitely for a toasted-beige shade, not the burned-in browns of other years. Another reason is that there are such marvellous things to protect you. On the middle shelf on the opposite page, for example, you see a complete ensemble of Elizabeth Arden's Sunpruf preparations. There are Sun-proof Cream in its tube, and that will absolutely prevent burning the while you tan, provided you use a little sense about the time you lie in the sun at first; the Velva Beauty Film, in its tube, which has been a sensation ever since it appeared, because of the beauty it conveys to your legs; and the Ardena Protecta Cream in its handsome pink jar for protecting the skin when only average exposure is expected. If you prefer an oil, regard that sweet-scented one in its smart kidney-shaped case with a strap, or in its smaller bottle. Then, there is that tiny bottle of No-Shine, a grand thing for beaches, or summer in general. The powder boxes hold sunburn shades. The two large boxes are smart containers of the Arden talcum, and could anything be more perfect than the flowered version for a cabaña or club locker?

DETAILS OF GROOMING

The details of bodily grooming, as some one may possibly have remarked before, are of the utmost importance. To begin with, there is this business of really keeping your hands and elbows and knees and heels (those vulnerable points) soft and smooth, and for this you see Italian Balm posed there on the shelf next to the top. Then, there are almost as many fine points to know about depilatories and deodorants as there are about creams and lotions. Every one of these has its own explicit purpose and directions, and the manufacturers have had these worked out with utmost care. On the next to the top shelf, we show a variety of good deodorants in the front row, from the left, Odorono Regular, Zip Spray Deodorant, Dew, Perstop, and Instant Odorono. Mum and Zip cream deodorant are in the back, and the little stick is the Perstick that is such a splendid bit of equipment for handbags. As for the depilatories, you can see Neet, Zip Epilator, and Odorono Cream Depilatory on the same shelf. Determine for yourself which is most convenient and profit again by following exact directions.

As for the business of keeping beauty in hand, we were able to give pretty specific directions for that on page 45. On the top shelf, opposite, you see nice things with which to carry them out. Cutex Hand Cream (in the middle in back) is one of those to put on day or night, and Cutex also makes one of the cuticle salves we were talking about, in the little jar. Peggy Sage makes the other two creams, especially for massaging and for whitening hands, as well as one not shown for making up both arms and legs. There on the shelf are the new oily polish removers of Cutex and Glazo, as well as a few of the polish shades from Cutex, Glazo, and Peggy Sage. We say few advisedly, for they are actually myriad in number. Among the exciting new ones are Cutex Mahogany and Mauve, and Peggy Sage's Mahogany and Cyclamen.



they choose MisSimplicity*

To women who know how to create an aura of glamour about themselves, a good foundation is of foremost importance. Gossard's MisSimplicity* is the outstanding choice because the brassiere ends which cross in back pull diagonally to uplift the bust, flatten the diaphragm and abdomen and indent the natural waistline . . . molding figure lines to fashionable perfection. The Fastidia** elastic which forms hip panels (in the garment sketched from life at The May Company) is pre-shrunk, and is unparalleled for restraint, lightness and wearability.

*Reg. U. S. Pat. Off. Pat. No. 1,859,198
**Pat. Nos. 1,868,690 and 1,877,799

The GOSSARD Line of Beauty

THE H. W. GOSSARD CO., Chicago • New York • San Francisco • Dallas
Atlanta • London • Toronto • Melbourne • Sydney • Buenos Aires

A Complexion Ensemble for Summer Skin Care

★

TO MY 1,767,000 CUSTOMERS:

Summer is a trying time, precisely because it is a drying time for the complexion. Without proper care, exposure to the sun may mean a parched and wrinkled skin, and sometimes a toughened surface. It may cause freckles and other serious changes in pigmentation or natural coloring. And these dangers are greatly aggravated by such out-door activities as tennis, golf and sea bathing. In fact, so many things can happen to a neglected complexion in Summer that I am devoting this letter to what I call a Summer Complexion Ensemble for the woman who realizes that no one cosmetic can carry the burden that warm weather imposes.

Use Luxuria liberally, not only to cleanse the skin, but to keep it supple and moist.

Use Skin & Tissue Cream to massage life and animation into hollowed contours.

Use Beautifying Face Cream as a protective powder foundation to shield the skin from the sun.

Use Complexion Balm (a liquid powder) to keep face, neck, back and arms satin-smooth and blemish-free all evening long.

And use Moth and Freckle Lotion to fade out the freckles and brown patches of skins exposed to Summer suns.

I know of nothing that costs so little and means so much as this Ensemble in maintaining a fine complexion at a season when fine complexions are rare.

Yours most sincerely,

Lillian S. Dodge

Lillian S. Dodge, President

★ Based on 1933 Survey



HARRIET HUBBARD AYER, INC.
323 EAST THIRTY-FOURTH STREET, NEW YORK

Beauty Preparations

Montreal
Paris
London

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ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Mrs. L. T. P.: We plan to christen our little son. The ceremony will take place at our house. Will you please tell me about the form for invitations, proper procedure, and the type of refreshments I should serve my guests? What clothes should the baby wear—the old family christening gown is too small for my giant. And what kind of costume should I wear?

Ans.: As only a small group of immediate family and friends are invited to a christening, whether it is held at home or in church, it is customary to invite the guests by a personal note or by telephone; or the mother of the child may send her visiting-card with a few words of invitation to the ceremony—mentioning the time and the place, and requesting the company of the guests at home after the service. Something of this simple sort could be sent:

Dear Aunt Ruth:
The baby is to be christened here, on Tuesday at five o'clock. You and Uncle Alonzo will be sure to come, won't you?

Affectionately yours,
Albertina G.

When the guests have assembled in the drawing-room, the baby is brought in by the nurse and is placed in the arms of the godmother. The godparents then stand before the clergyman, for whom a table bearing an improvised font has been prepared. A handsome china or silver bowl filled with warm water is ordinarily used as a font. The parents stand with the godparents, to prompt them in regard to the name, if this is necessary. Immediately after the service, the nurse steps forward again and takes the baby.

Two godfathers and one godmother are required for a boy, and two godmothers and one godfather for a girl. The parents of the baby may be sponsors if they please, or stand proxy for any absent person. A house christening, when permitted by a church, has many advantages over a church christening as it makes less demand upon the strength of the mother, and upon the good behaviour of the baby—who need only be brought down-stairs at the last moment in its crisp clothes. It need not be bonneted and cloaked, as it must be to go to a church. The christening service is usually held in the afternoon at about four o'clock, and, for this reason, the refreshments offered the guests afterward are necessarily light, generally tea or punch, sandwiches and cake.

Few babies wear the very long clothes that were fashionable in old times—unless there is a christening dress that has been handed down. Any pretty, simple, white dress, trimmed with lace or embroidery, is perfectly suitable. The mother wears a tea-gown or house frock at a house christening.

Mrs. F. M. R.: When should letters be written thanking friends for wedding gifts? May any one else acknowledge a gift for the bride? What type of letter-paper should be used?

Ans.: The bride should write her note of thanks as soon as possible after the present has been received. However, it often happens that she can not keep up with the daily arrival of gifts, and she may ask a sister or some other member of her family to acknowledge them for her. But she should also write her own thanks later.

As each gift arrives, its description and donor should be written down, so that a complete record is kept, and the bride will see that no kindness has gone unacknowledged.

It is not necessary for a bride to write a long letter. Just a few gracious, friendly words are all that are needed. But they must be written on proper note-paper. A bride should never write her thanks on her visiting-card. And under no circumstances should a commercially printed card of thanks be sent. It takes so little trouble to show your gratitude, that to send a message printed on such a card goes against all the instincts of ordinary politeness.

Mrs. T. McG.: May a daughter, already introduced to society, issue invitations in her own name for small dinners?

Ans.: It is never well-bred for a young girl to behave as if she, and not her mother, were the hostess of the house. To any meal as informal as luncheon or tea, she might ask her friends—but she would naturally have consulted her mother's wishes first. Or she might even have a few of her friends to dine informally. It would be absurd if four or five boys and girls could not dine together under the girl's roof.

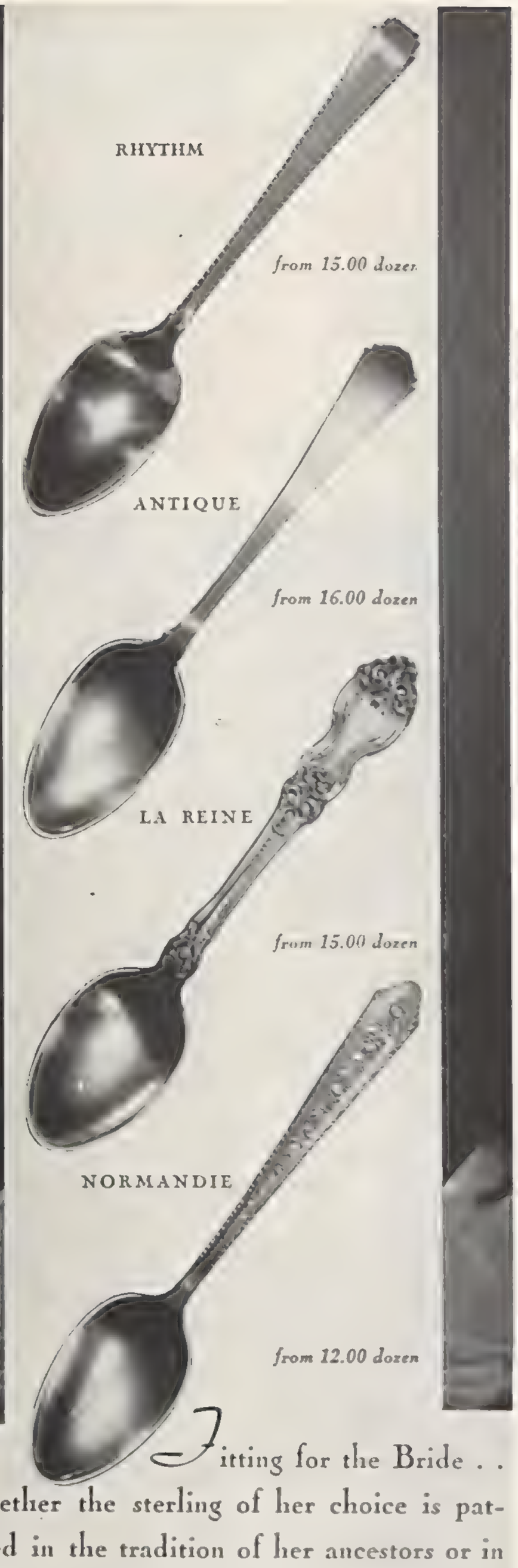
Socially, invitations are always supposed to be sent out by the mother (or the elder in the house) or, at least, in the mother's name.

Miss S. H. T.: How may a girl politely refuse a young man's gift which she believes to be inappropriate?

Ans.: A girl can only express gratitude for the attention, and regret that she will not be permitted to take the present offered. She must do this as nicely as possible. However, this is one of those unfortunate cases where prevention is better than any cure can possibly be. (Continued on page 104)



Wedding Gown from Bergdorf Goodman



WALLACE *Silversmiths*

Fitting for the Bride . . Whether the sterling of her choice is patterned in the tradition of her ancestors or in modern rhythm—it is her best loved gift. Four designs by the WALLACE Silversmiths are shown here—and there are eleven others of equal charm. Before selecting wedding silver, visit your jeweler to see this complete showing of tableware and individual pieces bearing the famous hallmark of WALLACE.

WALLINGFORD, CONNECTICUT . . . MEMBERS OF THE STERLING SILVERSMITHS GUILD OF AMERICA
DESIGNERS AND MAKERS OF TABLEWARE, DRESSER SILVER, TROPHIES IN STERLING AND SILVERPLATE • FOUNDED 1855

Glengyle leadership is based on the very points which give you that desired, made-to-order look . . originality of design, true style and master craftsmanship. The style shown is one of the new original models by Glengyle. In soft summer colors, at leading department stores and specialty shops.



FEDERAL KNITWEAR COMPANY

512 SEVENTH AVENUE — NEW YORK CITY

REG. U.S. PAT. OFF. Glengyle formal-knits

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 102)

Mrs. H. J. R.: I have recently been married and have just started to keep house. I find myself in a quandary as to the training and the duties of a general maid. As a young girl, I lived with my grandmother in a hotel, and although she had her own maid, we never kept house and, consequently, had no experience with domestic help. My husband and I have a small, five-room apartment. Our entertaining will be limited to a dinner a week, and an occasional tea. Please outline for me the duties and daily routine of a general maid.

Ans.: The duties of a general maid in a small apartment might be planned as follows:

On Monday, after the maid has made the beds, washed the breakfast dishes, and done simple dusting and straightening of the apartment, she might do a certain amount of washing. Your silk underthings, stockings, and handkerchiefs, as well as her own underthings and possibly some of her kitchen towels, might be included in this simple washing. It is more practical to have her dresses and aprons sent to the laundry than to have her do them at home.

On Tuesday, after her morning duties, she would iron.

On Wednesday, the rooms in the apartment might be vacuum-cleaned and dusted, and the brasses should receive their weekly cleaning.

Thursday, from lunch time on, is given to the maid as a free day.

Friday is generally silver-cleaning day.

Saturday should be devoted to general cleaning, and, in particular, the maid's own room and the kitchen. Every other Sunday is given as a holiday.

Here is a suggested routine for an average day: The maid gets up in time to start breakfast and to wake the family at eight o'clock. Then she sets the breakfast table and serves breakfast. When breakfast is over and the dishes washed, she makes the beds. At this time, you should plan with her the menu for luncheon and dinner. Then her specific routine for the particular day follows.

Lunch is usually served at one or half after one; tea between half after four and half after five; dinner at seven, or half after seven. In planning for guests at a small dinner, consideration should be given to the fact that a general maid not only has to prepare and cook the food, but has to serve it. Therefore, a menu should be selected that is simple and within her capabilities.

In general, we think it is better to engage a maid through an employment agency, as then you can be assured of the validity of her references. It would be advisable to talk with the agency in advance and explain not only the type of person you want, but what your household requirements are. Once you have engaged a maid, it is advisable to work along with her for a few days to show her just how you like things done.

Miss A. T. M.: I am very anxious to use eye make-up, but I have no idea of what I should buy or how I should use the preparations after I buy them. Will you help me with this beauty problem?

Ans.: Making up your eyes is fascinating, but it is something that takes skill. First of all, you will need a good mascara, either one of the cake variety or one of the water-proof, liquid type. You will undoubtedly find complete directions for its use within the package of mascara. Then, you will need an eye shadow to smooth on your upper lid. Only the smallest amount should be blended onto the lid, so that the colour of the eyes is made more intense without making the eyes look obviously made up. If you want to curl your eyelashes, there are little curling-irons that you can use for this purpose and that you will find at most of the better department stores. Eye-drops, if they are one of the thoroughly reliable and standard brands, are effective and harmless to use for brightening the eyes.

Practise making up your eyes in front of a mirror until you are skilled enough to achieve an unsmudged, really beautifying make-up. The question of what shades of mascara and eye shadow to use is entirely optional. By experimentation, you will discover those shades most subtly flattering to your individual colouring.

Mrs. P. D. H.: I would like to know the correct way to serve afternoon tea, and may I ask for suggestions for a tea menu?

Ans.: Afternoon tea is usually served at half after four or five o'clock, when the maid brings a small table into the drawing-room. After she lays a cloth on the table, she brings in a large tray on which are the hot-water kettle, teapot, tea-caddy, cream pitcher, sugar bowl, and some cups and saucers, with teaspoons on the saucer. A small plate with sliced lemon should also be provided. A small pile of little tea-plates, with napkins between each, is placed on the table. Dishes of toast, sandwiches, hot rolls, and cakes are usually placed on a small table near the tea-table. When the guests have arrived, the hostess brews the tea, pours it, and the maid passes it on a tea-plate to each guest. The maid then passes the dishes of toast, sandwiches, and so forth.

Small sandwiches are always a popular addition to the tea-table. Slices of cucumber or thin slices of very small tomatoes topped with a parsley leaf and put on rounds of bread spread thickly with mayonnaise furnish a pleasant variation. Fish and mushroom pastes are delicious. Sweet sandwiches are in order, when there is a variety. Cakes of the tea variety—scones, Scotch shortbread, crumpets, cookies—are more suitable than rich frosted confections.

Mrs. M. C. M.: Will you please give me suggestions for bon-voyage gifts?

Ans.: Baskets filled with fresh fruits, nuts, mints, little pots of caviar, olives, potato chips, jellies, and delicious tea are always welcomed by the traveller. Books; packages of puzzles, games, and playing-cards; travelling pillows and flowers delivered fresh each night are all charming remembrances. (Continued on page 116)

HELENA RUBINSTEIN ORIGINATES

A NEW LIPSTICK MASTERPIECE

Imagine a lipstick which increases the natural moisture in the lips! . . . For years, Helena Rubinstein has worked to produce such a lipstick, and she has succeeded brilliantly in her new Water Lily Automatic. It contains a secret newly-discovered ingredient which imparts the very bloom of ripe beauty to the lips. The moment you use it, your lips will glow with a youthful lustre. You will realize at once how marvelously different this chubby generous lipstick is — how superior to any other you have ever tried!



WATER LILY AUTOMATIC LIPSTICK

. . . its generous rounded shape outlines the lips in soft, young curves.

. . . its amazing new ingredient adds the dewy gleam of youth.

. . . it is unusually indelible—stays on as long as you wish it to.

. . . it is so perfect in texture, it becomes part of your lips.

. . . its vibrant, living tones vividly dramatize your personality.

. . . to use this lipstick is an exciting new experience in beauty.

Red Geranium for Blondes, Red Poppy for Brunettes, Red Raspberry for Medium types, Red Coral for all types. And Evening, the enthralling new shade for the cocktail hour. In a smart silvered cartridge, 1.25. In platinum finish cartridge, 2.00.

Water Lily Vanity—a smart rectangle in goldtone or silvertone, containing loose powder in Peachbloom or Rachel and compact rouge in Red Poppy, Red Raspberry or Red Geranium. 2.00. Water Lily Vanity Ensemble with matching Automatic Lipstick. 3.25.

PERFECTION IN POWDERS

For sheer quality, Helena Rubinstein powders stand supreme. Give your skin the benefit of their remarkable ingredients — the glamour of their glorious tones. Most adherent. Textures for Normal, Oily, Dry skins. 1.00, 1.50 to 5.50.

Sunproof Beauty Powder—contains special ingredients which counteract ageing actinic sun rays. In smart Mauresque. 1.50.

LIVING COLOR IN ROUGES

Helena Rubinstein rouges are world-famed for their youthful warmth and brilliance. You will wonder and delight at the magic way they blend into your skin—and stay so fresh and glowing! Shades to harmonize with the lipsticks. 1.00 to 5.00. Waterproof Rouge en Creme — a summer necessity! 1.00.

THAT TOUCH OF MYSTERY FOR YOUR EYES

Persian Mascara—The gentlewoman's Mascara. Dark, silky fringed beauty for your eyes. Rely on it never to smudge, run or smart. Do see exotic Blue or Blue-Green! 1.00, 1.50.

Iridescent Eye Shadow — lends the illusion of bigness and depth to the eyes. Shades to glorify all eyes. 1.00. Eyelash Grower and Darkener—grooms lashes and brows. 1.00.

Helena Rubinstein Scientific Beauty Preparations and fascinating Parisian make-up available at her Salons and all smart stores.

helena rubinstein

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FEATURED BY SMART STORES EVERYWHERE • WRITE FOR THE NAME OF THE DEALER NEAREST YOU • ALSO FOR ILLUSTRATED PAMPHLET OF SUMMER STYLES



GILBERT SEEHAUSEN

FOR A *Sunny* SUMMER'S AFTERNOON

Town or country . . . here are two knitted impressions of Summer at its best. Both frocks are two-piece and made of "Angelace" Boucle (exclusive with Marinette). The one has a cape shoulder with a smart bow at the neck, while the other features a button front blouse with a saucy two-toned tie. Cool, fresh and easy to wear, they may be had in the loveliest chalky pastels and white.

Created of Crown Tested Quality Yarn

MARINETTE KNITTING MILLS • MARINETTE • WISCONSIN

MARINETTE *Sunday Night Knits*

MADE IN CANADA BY THE KNIT-TO-FIT MANUFACTURING CO., MONTREAL

SOCIETY

BIRTHS

NEW YORK

Barrett—On April 17, in New York, to Mr. and Mrs. James Elmer Barrett (Laura Taylor Pope Day), of New York and Short Hills, New Jersey, a son, James Elmer Barrett, junior.

Bilkey—On April 21, in New York, to Mr. and Mrs. H. Edward Bilkey (Emily B. Frelinghuysen), of New York and "Cornerstone," Far Hills, New Jersey, a son.

Byron—On April 18, to Mr. and Mrs. Percy A. Byron, junior, (Harriet Wadsworth), a daughter.

Hinton—On April 22, at Sands Point, Long Island, to Mr. and Mrs. Longstreet Hinton (Penna Tew), a son, Dirck Longstreet Hinton.

Hurd—On April 20, to Mr. and Mrs. John Hurd (Cecile Fuller), a son, Peter William Hurd.

MacKay—On April 22, to Mr. and Mrs. Malcolm S. MacKay, junior, (V. Gray von Grebenstein), of Englewood, New Jersey, a son, Malcolm S. MacKay, third.

Scott—On April 17, to Mr. and Mrs. Thomas Blythe Scott, junior, (Eleanor C. Beggs), a daughter.

CHARLOTTE, NORTH CAROLINA

Williamson—On April 13, to Mr. and Mrs. William Holt Williamson, junior, (Martha Lee), a daughter, Mary Martin Williamson.

COLUMBUS, OHIO

Cluett—On April 16, to Mr. and Mrs. Alfred Cluett (Julia Sturtevant), of Westport, Connecticut, a son.

ELIZABETH

Romieux—On March 23, to Mr. and Mrs. Charles J. Romieux (Edith La Gogue), a daughter, Jeanne Yvonne Romieux.

ELMIRA

Crocker—On March 24, to Mr. and Mrs. F. Slee Crocker (Cora Rapelyea), a daughter, Margaret Eleanor Crocker.

HOUSTON

Slack—On April 14, to Mr. and Mrs. Thomas Slack (Kate Keene Johnston), a daughter.

KANSAS CITY

Hyde—On April 22, to Mr. and Mrs. Benjamin Carroll Winfield Hyde, second, (Georgette Longan), a son, George Longan Hyde.

McDonnell—On April 24, to Mr. and Mrs. Robert Howlett McDonnell (Florence Adams), a daughter.

Shartel—On March 31, to Mr. and Mrs. Stratton Shartel (Elizabeth Austin), a daughter, Virginia Austin Shartel.

Thompson—On April 21, to Mr. and Mrs. Bernard Thompson (Clarice Bruere), a son, Peter Bernard Thompson.

Williams—On April 6, to Mr. and Mrs. Winthrop Williams (Frances Royster), a daughter, Berenice Ann Williams.

MONTGOMERY, ALABAMA

Martin—On March 17, to Mr. and Mrs. Thomas Emmett Martin (Sarah Hunter Smith), a daughter, Patricia Lee Martin.

Stuckey—On March 26, to Mr. and Mrs. Elbert C. Stuckey (Eva Antoinette Murry), a daughter, Eva Murry Stuckey.

NEW HAVEN

Garrison—On April 9, to Mr. and Mrs. John D. Garrison (Edith Hooe), a daughter.

NEW ORLEANS

Mortimer—On April 21, to Mr. and Mrs. Hastings Mortimer (Lucile Minor), a daughter, Joan Hastings Mortimer.

Witherspoon—On April 11, to Mr. and Mrs. Johnston Thornwell Witherspoon (Evelyn Gladney), a son, Johnston Thornwell Witherspoon, junior.

PHILADELPHIA

Tower—On April 4, to Mr. and Mrs. Geoffrey Tower (Annette K. Tripp), of Staunton, Virginia, a son, Charlemagne Tower, second.

RACINE, WISCONSIN

Cushman—On March 10, to Mr. and Mrs. Charles Farrand Cushman (Betty Walker), a son, Mortimer Walker Cushman.

Peil—On April 1, to Dr. Francis William Peil and Mrs. Peil (Alice Mary Clancy), a son, James Peil.

READING

Hoff—On March 26, to Mr. and Mrs. John Barbey Hoff (Sarah Nicolls), a son, John Barbey Hoff, junior.

BIRTHS

SAINT JOSEPH, MISSOURI

Sprague—On April 16, to Mr. and Mrs. Floyd M. Sprague (Mary Lillian Chesney), a daughter, Katherine Elizabeth Sprague.

TORONTO, ONTARIO

Wright—On April 26, to Mr. and Mrs. David Steele Wright (Bertha Fleming), a son.

ENGAGEMENTS

NEW YORK

Hastings-Fields—Miss Fredrica Baily Hastings, daughter of Mr. and Mrs. T. Mitchell Hastings, of New York and Philadelphia, Pennsylvania, to Lieutenant Kenneth E. Fields, U. S. A., son of Mr. and Mrs. Edward E. Fields, of Elkhart, Indiana.

Meyer-Manuel—Miss Anne Covert Meyer, daughter of Mr. and Mrs. George Christian Meyer, of Great Neck, Long Island, to Mr. David B. Manuel, son of Mr. and Mrs. John S. Manuel, of Cleveland Heights, Ohio.

Moore-Dearborn—Miss Pauline Hanna Moore, daughter of Mr. and Mrs. Paul Moore, of "Hollow Hill Farm," Convent, New Jersey, to Mr. Frederick M. Dearborn, junior, son of Dr. Frederick M. Dearborn and Mrs. Dearborn, of New York.

Wagstaff-Wagstaff—Miss Beatrice Cutting Wagstaff, daughter of Mr. George B. Wagstaff, of New York and "Udalia Farm," West Islip, Long Island, and of Mrs. Lionel Forbes-Sempill, of London, England, to Lieutenant David Wagstaff, junior, U. S. A., son of Mr. and Mrs. David Wagstaff, of "Ledgelands," Tuxedo Park, New York.

COLUMBUS, OHIO

Oates-Brooks—Miss Betty Oates, daughter of Mr. and Mrs. U. S. Brandt, to Mr. Woodbridge Brooks, son of Mr. and Mrs. Stanley Brooks, of Columbus.

ELMIRA

Noble-Howarth—Miss Shirley Noble, daughter of Mr. Stafford D'Oyly Noble, to Mr. Ernest E. Howarth, of Watertown, Connecticut, son of Mr. and Mrs. Benjamin E. Howarth, of Guilford, Connecticut.

NEW ORLEANS

Henriques-Jahncke—Miss Margaret Henriques, daughter of Mrs. Ida Buck Henriques, to Mr. Herbert Jahncke, son of Mr. and Mrs. Walter Jahncke.

Kearny-Couch—Miss Beatrice Kearny, daughter of the late Dr. Frank J. Kearny and Mrs. Kearny, to Mr. Harvey Couch, junior, son of Mr. and Mrs. Harvey Couch, of Pine Bluff, Arkansas.

PHILADELPHIA

Scoville-Barry—Miss Alice Trumbull Scoville, daughter of Mr. and Mrs. Samuel Scoville, junior, of Haverford, Pennsylvania, to Mr. Stuyvesant Barry, son of Mr. and Mrs. Herbert Barry, of Orange, New Jersey.

Whitmer-Meirs—Miss Ellen I. Whitmer, sister of Mr. Robert Foster Whitmer, of Chestnut Hill, Pennsylvania, to Mr. William Weightman Meirs, son of Mrs. Richard Wain Meirs, of Philadelphia, Pennsylvania.

READING

Bertolet-Evans—Miss Anabel Bertolet, daughter of Mr. and Mrs. Samuel E. Bertolet, of Reading, Pennsylvania, to Captain Nathaniel H. Evans, of Lewes, Delaware, son of the late Louis P. Evans and Mrs. Evans.

SAINT JOSEPH, MISSOURI

Parkinson-Newell—Miss Mildred Louise Parkinson, daughter of Mr. and Mrs. John George Parkinson, to Mr. Whipple Spaulding Newell, son of Mr. Newman Houston Newell, of Kansas City, Missouri.

SANTA BARBARA

Strong-Watters—Miss Elizabeth Strong, daughter of Mrs. Converse Strong, of Santa Barbara, California, and the late Benjamin Strong, of New York City, to Mr. Kenneth Wallace Watters, junior, son of Mr. and Mrs. Kenneth W. Watters, of Montecito, California.

SUPERIOR, WISCONSIN

Powell-Haggard—Miss Rhoda Ann Powell, daughter of Mr. and Mrs. Lyman T. Powell, of Superior, to Mr. Paul Homer Couchman Haggard, of West Hartford, Connecticut, son of the Reverend Dr. Frank B. Haggard and Mrs. Haggard. (Continued on page 103)



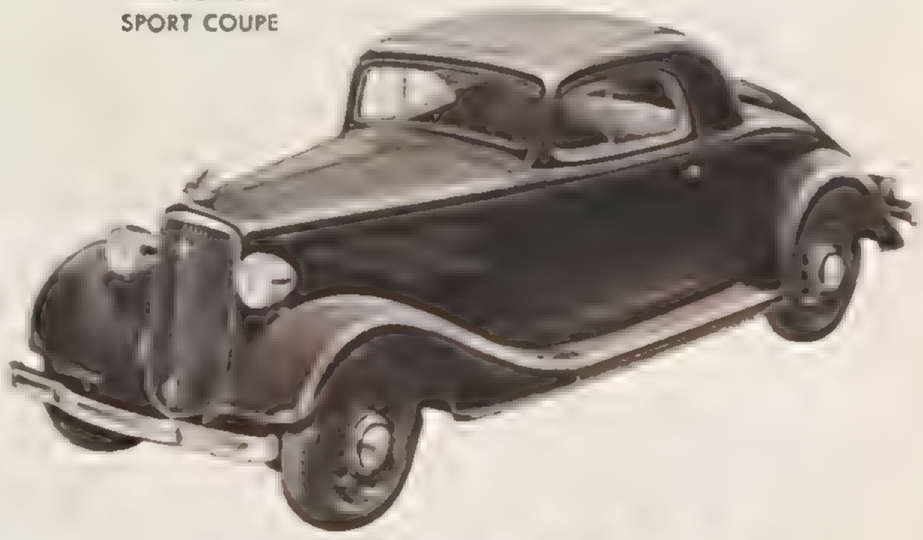
CHEVROLET

You are on the go from morning till night, gathering funds for your many charities, visiting your beneficiaries, searching out more who need your help. Your errands of mercy often take you down narrow streets, crowded with children and difficult to park in. For these reasons, and because of a very real admiration for your efforts, we want to place a Chevrolet permanently at your disposal. You see, in building a car to please particular people, we have built one that exactly meets *your* needs. Chevrolet's special combination of Fisher Body comfort, Knee-Action smoothness, and a quiet Blue-Flame motor will actually let you rest while driving. The big, sure brakes, and marvelously easy control, will relieve the tension of rides down crowded thoroughfares. Wouldn't such a car help to save you time, and keep you fresh? If you agree, it's yours.

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Compare Chevrolet's low delivered prices and easy G.M.A.C. terms

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CHEVROLET

FOR 1934

A GENERAL MOTORS VALUE



Nocturne

FOR

MIDSUMMER

NIGHTS'

DREAMING

"SLEEP UNDER THE NORTH STAR"

EVEN when the thermometer stands at 80 in the daytime, you'll be grateful, by night, for the cheerful warmth of a Nocturne blanket . . . a soft, light, all-wool summer blanket, which weighs, believe it or not, but a few ounces more than a fine percale or linen sheet. During most of the summer, you will need only one Nocturne to a bed, and two will carry you through the entire season, from May to October. You may wash the Nocturne as often as you like, for, made without a nap, it will never roughen, mat, or wear off, and its lovely pure silk binding is guaranteed for five years. Hold this Nocturne summer blanket up to the light and notice the fine, evenly spun and woven yarns and the closeness of the weave . . . proof to your own eyes of Nocturne's superiority.

Nocturne colors are as seasonable as the blanket itself: white and eight delectable summer pastels. Can you think of a lovelier wedding gift? The North Star Woolen Mills, Minneapolis, Minnesota.

NORTH STAR BLANKETS

SOCIETY

(CONTINUED FROM PAGE 104b)

ENGAGEMENTS

TORONTO, ONTARIO

Lee-McGillivray—Miss Sheila Playfair Lee, daughter of Mr. and Mrs. Charles E. Lee, to Mr. George Argo McGillivray, son of Dr. Charles McGillivray, of Whitby, Ontario.

Pullen-Young—Miss Mary Gwyneth Pullen, daughter of Mr. and Mrs. Frank Pullen, of Oakville, Ontario, to Mr. Ralph Grascett Young, son of Mr. and Mrs. Ralph E. Young, of Oakville.

WASHINGTON, D. C.

Patton-Waters—Miss Beatrice Ayer Patton, daughter of Lieutenant-Colonel George S. Patton, junior, and Mrs. Patton, to Lieutenant John Knight Waters, U. S. Cavalry, son of the late Mr. and Mrs. Arnold Elzey Waters, of Baltimore, Maryland.

WEDDINGS

NEW YORK

Beard-Hoar—On April 25, Mr. Anson McCook Beard, son of Mrs. Pierre Lorillard, of New York City and Tuxedo Park, New York, and the late Anson McCook Beard, and Miss Rosanne Hoar, daughter of Mr. and Mrs. Friend Hoar, of New York City and Southampton, Long Island.

Belcher-Knapp—On May 19, in Saint Bede's Chapel, Rosemary Hall, Greenwich, Connecticut, Mr. Benjamin Moore Belcher, son of Mr. and Mrs. Ward C. Belcher, of Lakeville, Connecticut, and Camden, South Carolina, and Miss Nancy Buckingham Knapp, daughter of Dr. Charles W. Knapp and Mrs. Knapp, of Greenwich.

Fiske-Cheney—On April 20, in Manchester, Connecticut, Mr. John Fiske, son of the late Clarence S. Fiske and Mrs. Fiske, of New York City, and Miss Rosalie Amory Cheney, daughter of Mr. and Mrs. Frank Dexter Cheney, of South Manchester, Connecticut, and New York City.

McFadden-Williams—On April 21, at Islip, Long Island, Mr. John Howard McFadden, son of the late Mr. and Mrs. John H. McFadden, and Mrs. Graham Williams, daughter of the late George Scott Graham and Mrs. Graham.

Means-Munroe—On April 18, in the Church of the Resurrection, Mr. Philip Ainsworth Means, son of the late Mr. and Mrs. James Means, of Boston, Massachusetts, and Miss Louise Munroe, daughter of the late Henry Whitney Munroe and Mrs. Munroe.

Raymond-Skinner—On May 23, Mr. Irving Woodworth Raymond, son of Mr. and Mrs. William Wise Raymond, and Miss Henrietta Dana Skinner, daughter of Mr. and Mrs. Richard Dana Skinner.

Schieffelin-Loomis—On May 12, at "Holiday Farm," Murray Hill, New Jersey, Mr. Bayard Schieffelin, son of Mr. and Mrs. William Jay Schieffelin, of New York City and "Tranquillity Farm," Ashville, Maine, and Miss Virginia Langdon Loomis, daughter of Mr. and Mrs. Edward Eugene Loomis, of New York City and "Holiday Farm."

Talbot-Truesdale—On April 23, in the Church of the Heavenly Rest, Mr. Harold Richmond Talbot, son of the late Harold Richmond Talbot and Mrs. Talbot, of New York City and Fishers Island, New York, and Miss Barbara Truesdale, daughter of Mr. and Mrs. Joseph Robinson Truesdale, of New York City and Westbury, Long Island.

Townsend-Vietor—On April 18, in Harrison, New York, Mr. Edward N. Townsend, junior, son of Mrs. Nicholas Townsend, of New York City, and Miss Eleanore Talmadge Vietor, daughter of Dr. John A. Vietor and Mrs. Vietor, of New York City.

BOSTON

Graves-Brown—On April 21, in Saint Michael's Church, Dr. Sidney Chase Graves, son of Mrs. William P. Graves, of Boston, Massachusetts, and Miss Alice Driver Brown, daughter of Mr. Theodore E. Brown, of Milton, Massachusetts.

COLUMBUS, OHIO

Cass-Hildreth—On April 7, Mr. Thomas Cass, junior, son of Mr. and Mrs. Thomas Cass, of Philadelphia, Pennsylvania, and Miss Marjorie Hildreth, daughter of Mr. and Mrs. Louis Hildreth, of Columbus.

DES MOINES

Sullivan-Parsons—On April 7, Mr. George Robert Sullivan, son of Mr. and Mrs. Leon S. Sullivan, and Miss Adeline Dudley Parsons, daughter of Mr. and Mrs. Henry Lyon Parsons.

MONTGOMERY

McLemore-Bear—On April 10, Mr. Kienton Tranum McLemore, son of Mrs. George A. Robbins, of Mount Meigs and Montgomery, Alabama, and of the late W. M. McLemore, and Miss Grace Ellen Bear, daughter of Mr. and Mrs. Theodore Lawrence Bear, of Montgomery.

NEW ORLEANS

Bowland-Fenner—On April 14, in New York City, Mr. Davidge Bowland, of Baltimore, Maryland, and Miss Jean Fenner, daughter of the late Mr. and Mrs. Charles Payne Fenner.

OKLAHOMA CITY

Grant-Moorman—On April 25, in the First Presbyterian Church, Oklahoma City, Oklahoma, Mr. George William Grant, son of the late Captain J. H. Grant and Mrs. Grant, and Miss Mary Christian Moorman, daughter of Dr. Lewis Jefferson Moorman and Mrs. Moorman.

PHILADELPHIA

Day-Stout—On April 14, in the Church of the Redeemer, Bryn Mawr, Pennsylvania, Mr. Alan Lowther Day, son of Mr. and Mrs. D. Turner Day, of Warrenton, Virginia, and Miss Mary Ridgway Stout, daughter of Mr. and Mrs. C. Frederick C. Stout, of Ardmore, Pennsylvania.

Robinson-Mulford—On April 2, in the Huntingdon Valley Chapel, Mr. Wolcott de Willoughby Robinson, son of Mrs. William F. Robinson, of Germantown, Pennsylvania, and Miss Elizabeth Graham Mulford, granddaughter of Mr. and Mrs. Spencer K. Mulford, of Wyncote, Pennsylvania.

Talbot-Harris—On April 7, in Saint Peter's Church, Mr. William Richmond Talbot, son of Mr. and Mrs. Arnold G. Talbot, of Germantown, Pennsylvania, and Miss Emily Pepper Harris, daughter of Mrs. Clark Mellen, of New York City.

Whetstone-Huhn—On April 14, in the Memorial Church of Saint Paul, Overbrook, Pennsylvania, Mr. William Berry Whetstone, junior, son of Dr. William Berry Whetstone and Mrs. Whetstone, of Philadelphia, Pennsylvania, and Miss Mary L. Huhn, daughter of Mrs. Samuel Parham Huhn, of Overbrook.

White-Whitaker—On April 14, in Trinity Church, Oxford, Mr. Edward Peirce White, son of Mr. and Mrs. Frank Owen White, of Boston, Massachusetts, and Miss Sylvia Howland Whitaker, daughter of Mr. and Mrs. James Long Whitaker, of Cedar Grove, Pennsylvania.

Wright-Debevoise—On April 14, in the Overbrook Presbyterian Church, Mr. Hamilton Washburn Wright, of New York City, son of Mrs. Hamilton Wright, of Washington, D. C., and Mrs. Caroline Norton Debevoise, daughter of Mr. and Mrs. Richard Evans Norton, of Green Hill Farms, Overbrook, Pennsylvania.

Wurts-Zantzinger—On May 12, in Saint Paul's Church, Chestnut Hill, Pennsylvania, Mr. John Wister Wurts, son of Mrs. Charles Stewart Wurts, of Philadelphia, Pennsylvania, and Miss Mary Vaux Buckley Zantzinger, daughter of Mr. and Mrs. Clarence C. Zantzinger, of Chestnut Hill.

SAINT LOUIS

Stuart-Meyer—On May 22, in Christ Church Cathedral, Mr. Errett Fisher Stuart, junior, son of Mr. and Mrs. Errett F. Stuart, of Webster Groves, Missouri, and Miss Berry Plant Meyer, daughter of Mrs. Norburn Berry Meyer and Mr. Carl F. Meyer, of Saint Louis, Missouri.

SAINT PETERSBURG

Huber-McClure—On April 4, in the First Presbyterian Church, Saint Petersburg, Florida, Mr. Roland Eugene Huber, son of Mrs. Catherine M. Huber, of Cincinnati, Ohio, and Miss Katherine McClure, daughter of the Reverend J. A. McClure and Mrs. McClure, of Saint Petersburg.

SAN FRANCISCO

Dupuy-Spreckels—On April 20, in New York City, Monsieur Jean Dupuy, son of the late Senator Paul Dupuy and Madame Dupuy, of Paris, France, and Miss Dorothy C. Spreckels, daughter of the late Adolph Spreckels and Mrs. Spreckels, of San Francisco, California, and New York City.

TAMPA

Lyles-Le Fils—On March 4, Mr. Charles T. Lyles, of New York City, son of Mr. and Mrs. J. A. Lyles, of Tampa, Florida, and Mrs. Florence Lipscomb Le Fils, daughter of Mr. and Mrs. W. C. Lipscomb, of Plant City, Florida.

WEDDINGS-TO-COME

PITTSBURGH

Liggett-Culbertson—On June 11, Miss Elizabeth Irwin Liggett, daughter of Mr. and Mrs. Sidney Sharp Liggett, of Sewickley, Pennsylvania, to Mr. Harlow Wheeler Culbertson, son of Mr. John D. Culbertson, of Sewickley.

for Beauty's sake

GIVE YOUR SKIN A HAND

Read this story of three sisters; of triplets who thought their similarity extended to their skins, but who found that they were skin strangers, unable to use the same soap. The skin of one was dry; of another, oily; while the skin of the third was neutral. Why? Ask their sebaceous glands. In these tiny derma sacs lies the reason why you, too, require one of the three types of Pall Mall Soap that is personalized for the special character of your skin.



DRY SKIN... indicates a weakness of the sebaceous glands in the derma or sensitive, fatty layer of the skin. These glands fail to secrete enough oil to lubricate and soften the skin. Symptoms are chapping, scaling, lifeless, prematurely wrinkled skin to which powder fails to cling. Causes may be reducing diets, exposure to wind and sun, absorbent cosmetics or the irritants in harsh toilet soaps. Instead, use Pall Mall Savon Coquet, a normalizing soap, blended to cleanse, lubricate and supple the arid texture of a skin that is dry.



OILY SKIN... indicates an over-stimulation of the sebaceous glands, which flood a surplus of the unctuous oil out of the pores, over the skin. The symptoms are skin-shine, enlarged pores and a coarsened, pebbled texture upon which powder smears, cakes and blotches. You pile coals on the fire when you wash oily skin with ordinary, heavily fatted toilet soaps. Instead, use Pall Mall Savon Cheri ... a normalizing soap that cleanses without coarsening, that gently flushes impurities from the pores, refining the skin's rough texture.



NEUTRAL SKIN... is a blessing bestowed by normal sebaceous glands. It indicates that their delicate balance is undisturbed; that these small sacs in the derma layer of the skin are supplying enough oil to keep your skin soft, supple, pliant, petal-textured, youthfully toned. Such skin is rare. Give it the best of care. Guard it, not with ordinary toilet soaps, but with Pall Mall Savon Castile, compounded of the world's purest, costliest ingredients ... an unadulterated soap ... the purest of cleansers ... at once both pore-penetrating and bland.



"My skin has a decided tendency toward dryness. This condition was particularly pronounced when I used ordinary toilet soaps. It became parched and irritated. Since I have been using Pall Mall Savon Coquet, all signs of irritation have disappeared and my skin is as soft and smooth as velvet. My complexion is clearer, too."

MISS RITA POWERS, New York City

PALL MALL



PERSONALIZED SOAPS

The Bath size, 35c—Box of three cakes, $1

Complexion size, 25c—Box of four cakes, $1

Obtainable at better drug and department stores. If your dealer cannot supply you, send $1 indicating skin condition—Dry, Oily or Neutral. State Bath or Complexion preference and we will forward you, postpaid, a full size box of Pall Mall Personalized Soap. Use one cake. If you are not satisfied, return the unused soap, and your full purchase price will be cheerfully refunded.

PALL MALL INTERNATIONALE, CHICAGO



Clap hands for

PEGGY SAGE POLISH!

It takes Peggy Sage . . .
to stir up a revolution in fingertip
fashions and make you like it.

The colors she's coaxed out of the
red family, range from palest pink
to deep, daring hues . . . anyone of which will
leave you a trifle giddy with its loveliness.

Fire Engine Red and Mahogany,
two of the newer Peggy Sage
colors with startling names, are the rage of the
inner circle. Like all Peggy Sage Polishes
they last beyond your fondest hopes.

But why go on? It's up to you
to deck your fingernails out
in Peggy Sage Polish . . . if you want
to brush up on your best siren technique.



• **PEGGY SAGE**
SALON MANICURE
PREPARATIONS

- *Liquid Polish* $1.00
- *Lubricant Polish Remover* 75c
  Contains oil to keep nails and cuticle soft and smooth
- *"Set of Two" with Polish and Lubricant Polish Remover* $1.50
- *Cuticle Remover* 75c *Hand Lotion* $1.00
- *Hand Smoother and Softener Cream* $1.00

PHONE Plaza 3-9011 *for appointment*

PEGGY SAGE, 50 EAST 57th ST., NEW YORK

GARDEN SOLILOQUY

(CONTINUED FROM PAGE 94)

month of May. Their date of arrival and sequence varies, and, alas, each year the winter has taken away something that was cherished. But, on the other hand, something else does better than it ever did before, so that an aesthetic balance is struck. In both the April and May Gardens, a good many bulb species are used—tulip, narcissus, crocus, as they have a wide seasonal range. They make interesting details and have all a naïve sort of charm. If the spring is propitious, Johnny-jump-ups jump up every which way, and the whole garden is very sweet indeed.

The June Garden enclosed within its wall is more staid and formal than the other two. It is oblong, with a grass path through the middle, terminating in an opening that gives a view of the shallow valley beyond. In this opening, a marble trough is set, into which water drips from long, gooseneck pipes. A paved walk runs around under a grape-covered trellis. You would expect this to be smothered in climbing roses, but these do not love our uncertain, warm winters with an occasional fall to far below zero. We do not use the climbing roses where their absence will be noticeable. The flower of the grape has a delicious smell in early June, and the festoons of fruit are lovely in the autumn. The centre path is edged with taxus trimmed into a low, square hedge, and behind it are straight rows of peonies. It broadens out to a square in the centre with a lead statue on a brick pier in each corner, and thick bands of *pallida dalmatica* iris taking the place of the taxus. Valerian, anchusa, *thalictrum aquilegifolium*, columbines, madonna lilies, and half a dozen other plants fill the two beds—all things with rather an elegant habit and distinguished foliage. Into the beds are set Bechtel's double-flowering crab, grown very large, and, if they do not choose to bloom too soon, they are delightful with the pink and white and blue bloom of the garden. The wall and the square pillars that uphold the grape-vines are of pinkish-yellow rough brick.

After the bloom is over, this garden, which terminates the planted and cultivated areas at Covin Tree, is pleasantly green all summer. The *vinca minor* that edges the paved path is allowed to straggle over the ground, the low taxus hedge to broaden out, and the foliage of all the other plants is encouraged to spread into a cover for those frailer incumbents that lapse from a beautiful youth into a bedraggled old age. In the back of my mind persists the idea that I shall sit there often and enjoy this quiet period, but, to date, most of the basking has been done by the garden itself.

You will have missed many obvious plants from the catalogue of flowers that bloom in April, May, and June, on the western shore of Lake Michigan. With luck, almost anything will prosper except those plants that dislike a lime soil, but for this particular range of gardens the intention is to have nothing that may not be reasonably counted upon to do well season after season. Doubtful material is grown in the other gardens, and in them many experiments are tried—even a weak-kneed attempt at continuous bloom.

These three little gardens have short lives and merry ones. They take no thought for the morrow, and get away with it. Each year, after fallow months of tranquillity, they have their recurrent fling, and that is the most that is ever expected of them.

DESIGNS FOR PRACTICAL DRESSMAKING



6562 6671 6667

• Here, in detail, are the component parts of the costume on page 84 of this issue
• The gloves are made from Glove Set No. 6562, which includes five styles for day and evening and are designed for sizes 6 to 7½
• Ensemble 6671, an "Easy-to-Make" design, combines a blouse, skirt, and windbreaker jacket. Designed for sizes 30 to 40
• Coat 6667 is three-quarters length and "Easy-to-Make." Designed for sizes 32 to 42



OLIVES MUST

PEANUT AND APPLE BUTTER SHOULD

PICNICS *Can be fun!*

A GRAND new technique comes to the outdoor buffet feast—a modern method that assures the gourmet keen enjoyment.

Sandwiches are fabricated on the spot, each guest operating on his own. Thus everyone can choose his preference, and every sandwich is an instant-fresh delight.

Pack the hamper high with things that go to make a sandwich feast. For instance: Heinz peanut butter, Heinz old-fashioned apple butter, Heinz delicious ready sandwich spread, and Heinz smooth and creamy mayonnaise. Heinz India relish, queen and stuffed Spanish olives, and Heinz gherkins, sweet and sour. And don't forget to pack a quantity of Heinz dill pickles. Fill a giant vacuum bottle with Heinz vine fresh tomato juice, well chilled.

Sliced meats—and take a jar or two of Heinz prepared mustard and some Heinz tomato ketchup.

Then tins of Heinz oven-baked beans, to open at the picnic spot and serve, cold, or heated over an outdoor flame. Heinz oven-baked beans and Heinz cooked spaghetti, make a tasty basis for a picnic spread or for a meal at home.

Five minutes after you've decided on an outdoor feast, your hamper's packed, and off you go. Do try a picnic, a la *57 Varieties*, and discover that a picnic *can* be fun.

By Josephine Gibson



EACH PREPARES HIS OWN



INDIA RELISH AND GHERKINS DOUBTLESS

VINE-FRESH TOMATO JUICE, OF COURSE

★

George Washington's Railroad

Original Predecessor Company
Founded by George Washington in 1784



THE GEORGE WASHINGTON
THE SPORTSMAN
THE F. F. V.

The Finest Fleet of Air-Conditioned Trains in the World

CHESAPEAKE *and* OHIO

★

NEW BAGS AND GLOVES FROM PARIS



BAGS and gloves are up to new tricks—witness the smart bag at the right that Model designed in the shape of a book. It's of a beige pigskin with darker speckles. From Saks-Fifth Avenue. The gloves shown with it are of a suède-like calf, in a yellow the colour of burnt straw. (Yellow gloves are the gloves of the hour in Paris.) Alexandrine designed these



The long, narrow bag at the left is of brown box calf and was designed by Molyneux. The handle is attached to the bag by fine brass rings. Nicolet's gloves are of white flax, with stiff flared cuffs

Cellophane makes another conquest. You see it below, plus a portion of silk, in a fabric called "Celtoman." Worth used it for his chic bag, with its cleverly attached chain handle. His white moire gloves have flared cuffs



HORST, PARIS

YOUR SUMMER BEAUTY CALENDAR

From Cap d'Antibes to Newport, smart faces the world over will follow this beauty schedule. It solves every summer skin problem. It sets the fashion in sun-season complexions. It bears the cachet of the foremost authority on the reaction of complexions to climate—Helena Rubinstein.

When You Play with the Sun—



and get burned — you simply must have Sunproof Cream. This unusual new creation serves a double purpose. It quickly soothes and heals sunburned skin and it also protects against the actinic rays. Besides it gives such a cool enchanting finish! . . . No really careful skin will venture into the sun without it! A definite summer necessity — for every member — of the family and of the anatomy! Legs, neck, shoulders, arms and back. 1.00, 1.50.

All Clear for Sallow Skins



—when you use Skin Clearing Cream (Beautifying Skinfood)! It has a special magic for replacing dullness and drabness with clear, young radiance. And it has such a refining influence on the pores, too! . . . Faded skins need it. Muddy skins need it. All skins should have it the whole year round. 1.00, 2.50. Pasteurized Bleaching Cream — bleaches as it cleanses. 1.00 (tube .75).

No Nice Nose Shines



In fact, it can't, when Special Lotion for Shiny Nose (Liquidine) is applied! This unique creation goes deep to the cause. It stops shine right where it begins—in the oil glands of the skin. Soignee faces simply can't live without it! It gives that enviable smart dull finish, the summer long! Incidentally, it has a special talent for dissolving blackheads and refining the pores. A grand traveling-cleanser, too! 1.50.

The Smart Way to Tan



For a truly smart tan, you must have Sunburn Oil by Helena Rubinstein. It induces an even, golden tan and at the same time protects your skin from the burning blistering rays. As essential as your swim suit or your tennis togs. Keep a bottle in your club locker and another in your beach bag. Get an extra supply for your husband and the children! 1.00, 1.50.

Add Exhilaration to Your Bath



A few drops of new Enchante Bath Essence by Helena Rubinstein and the daily tub or shower becomes a fascinating experience. Away goes the tired feeling and then comes rare refreshment. A pick-up for your whole being. Deliciously aromatic. Generous bottle, 3.50. Top it off with Enchante Bath Powder de Luxe, flesh toned! 2.50 . . . For perfect summer grooming — Water Lily Deodorant Talcum. 1.00.

Parched Skin Today— Wrinkles Tomorrow



Parched skin is lovely—on sea captains. But, on a lady with any beauty ambitions, it calls for the immediate aid of the Hormone Twin Youthifiers. Watch these two biological creams work their miracle on lined and sun-dried skin. Together they restore the precious elements of youth. Lines are smoothed out of existence. New life, radiant loveliness returns. A Day Cream, a Night Cream. Set, 10.00 to 45.00.

Day-by-Day Beauty Care



Begin with that extraordinary new Herbal Cleansing Cream. Never was a cream like it! Positively makes you bloom with new youth and beauty in a twinkling! 1.50 to 7.50 . . . Follow with Youthifying Tissue Cream and see your skin grow smoother, softer, despite parching sun. Marvelous for squint lines! 2.00, 3.50. Then close the pores and gently brace with Skin Toning Lotion. 1.25, 2.50.



How Paris Makes Up in Summer

First, Water Lily Snow Lotion in Peachbloom or Rachel — so cooling, protective, flattering. 1.50. Then Helena Rubinstein's Waterproof Rouge en Creme. 1.00. Sunproof Beauty Powder, flattering Mauresque tone! 1.50. Thrilling accent to lips with new Water Lily Automatic Lipstick. 1.25, 2.00. Finally, the new Persian Mascara. Doesn't run, cannot sting. 1.00. Or, a whisper of Eyelash Grower and Darkener. 1.00.

Before You Go Away



— or whenever you run in to town for a day — drop in at the Salon. We have some very important information for you on the correct summer care of your skin . . . Have a brief beauty lesson treatment, too—it will send you forth with fresh inspiration. If you are in Seattle—you will find the new Helena Rubinstein Salon at 1315 Fifth Avenue. In Los Angeles, 3285 Wilshire Boulevard.

Helena Rubinstein Beauty Preparations and fascinating Parisian Make-up available at her Salons and all smart stores.

helena rubinstein

LONDON MONTREAL TORONTO PARIS MILAN

8 EAST 57th STREET, NEW YORK

BOSTON SEATTLE DETROIT CHICAGO LOS ANGELES



Approved way to *permanently* destroy hair

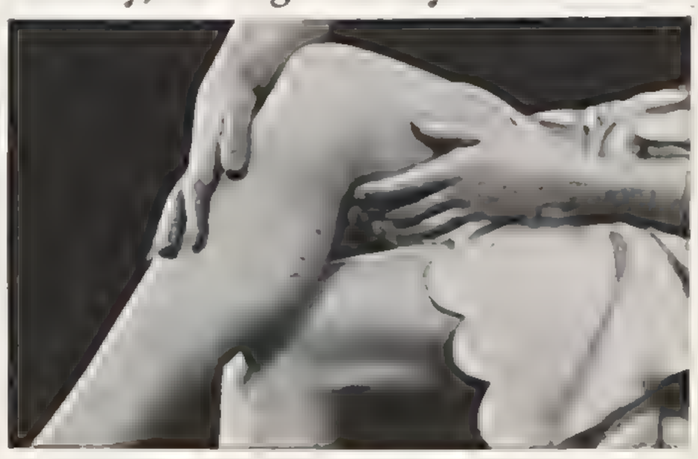
TODAY, *ZIP* is the only Epilator available for actually destroying hair growths, by removing the cause. Tested over a period of twenty years, *ZIP* has been used by thousands of women for effectually destroying hair *on the face,* arms, legs and underarms. So simple...So quick...*ZIP* leaves no trace of hair above the skin...no prickly stubble later on...no dark shadow under the skin. That is why so many screen stars and noted Beauty Specialists recommend *ZIP.* Each treatment makes the growth weaker until destroyed completely.

Pleasant to use, and delightfully fragrant, *ZIP* acts immediately and brings lasting results. In the new Kit container, carrying with it everything you need for a complete treatment, you can get the full benefit of my *ZIP* Salon treatment right in your own home. And the Kit costs only a dollar.

And if you prefer a cream depilatory

By far, the most popular cream depilatory today is ZiP. It is so white and creamy, as delightful as your choicest cold cream.

ZiP
PERFUMED
DEPILATORY
CREAM



THE
PERFUMED
DEPILATORY
ZiP

You simply spread a little over the surface from which the hair is to be removed, rinse off with water, and every vestige of hair is gone. If you have been using less improved methods, you will marvel at this perfumed cream. Moreover, ZiP Depilatory Cream eliminates all fear of later stubble or stimulated hair growths. Giant tube, twice the size at half the price.

See page 112 for announcement of the new ZiP Deodorants

Madame Berthé
SPECIALIST

During the bathing season, treatment prices at my Salon are reduced

562 FIFTH AVENUE (Private Entrance on 46th Street) NEW YORK

ACCESSORIES TO HAND AND TO HOLD



Pictured at the right is one of the smartest of hand-bags, from Germaine Guérin. She made it of crocodile, in a soft beige tone, and fastened it securely together with a large flap and a silver buckle. The dark gloves shown with it are from Dina and have an effective bit of whimsy in the pleats at the top of the hand and pertly turned-back cuffs. The gloves are made of suède



Organdie gloves continue to have a hand in fashion and are cool to wear with your dinner-suit or frock. Those at left, from Alexandrine, are of cross-barred organdie, reach clear to the elbow, and end in ruffles

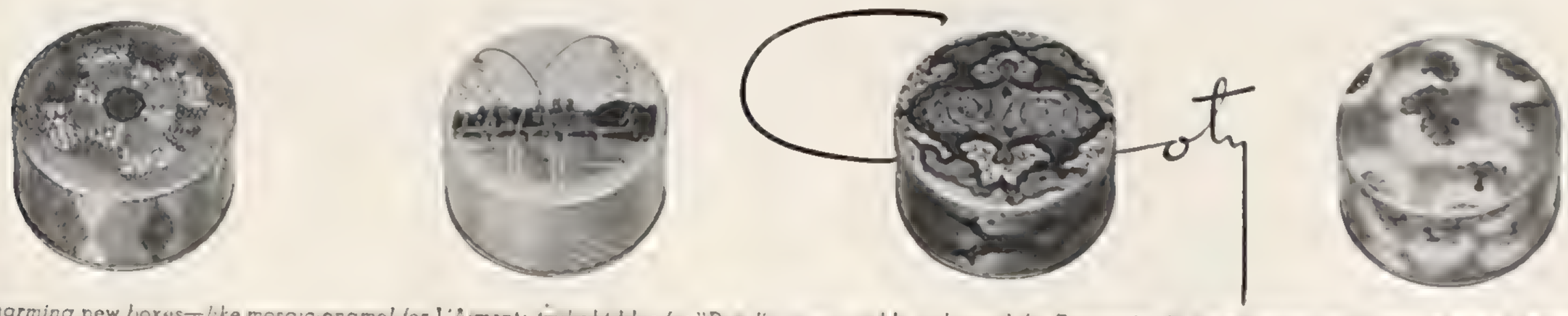
Gloves now have bracelets of their own! For example, the bracelets below, on Hermès' white antelope gloves. They are made of navy-blue and white box calf. And, final touch of chic, there's a box calf belt to match the bracelets





A BEAUTY-full RESPONSIBILITY Yours and Ours...

Now the golden season of Summer beckons! Dazzling days, fair long evenings—that seem to *entreat* a woman to let their glowing hours bring *new beauty* into her own life. Why not mark *your personal calendar* with sunshine and happiness? . . . resolve to *look* more exquisite . . . take better care of your face! This suggests Face Powder, and *that* suggests Coty . . . Coty doesn't wish to fill these messages with "scare" talk. But it *is* important to emphasize the need of an *absolutely pure* face powder—such as Coty creates. Its *texture* is fine, invisible, clinging. Its *tones* delight artists who know how "tricky" it is to duplicate skin tints perfectly. Its *fragrances* are so delicate and delightful that Coty has *created three* entirely new box designs—to *help you instantly find* your favorite *odeur*. But it is the *purity* of Coty ingredients, the *spotless cleanliness* of Coty laboratories and methods, which have made Coty the choice of those women who demand *safety*, as well as *flattery*, from their face powder . . . Coty's is the responsibility of creating a superb *Face Powder* that beautifies complexions under the Summer sun. *Yours* is the responsibility of choosing this superior Powder, so accurately *blended* to match your exact complexion tone. Every good cosmetics counter in drug and department stores will help you!



Three charming new boxes—like mosaic-enamel for L'Aimant; *twilight-Blue for* "Paris"; *green, richly embossed, for* Emeraude. *In the "Powder-Puff" box:* Chypre & Origan. Cyx

Le Plus Moderne!



ZiP Spray Deodorant☆

THE SANITARY WAY TO CHECK PERSPIRATION

How satisfying to be able to apply this delightful liquid deodorant just where you want it, in a jiffy, by means of this latest atomizer device. The filmy mist gives an even distribution of the deodorant, without the annoyance of the liquid running down in drops to other surfaces. It is immediately effective, and dries instantly. The ZiP Spray Atomizer device (patent pending) is the modern hygienic method which insures your deodorant remaining fresh and sanitary until the last drop is used. Now you can enjoy this new way to personal daintiness 50c

☆Awarded the Good Housekeeping SEAL OF APPROVAL. Patent Pending

ZiP Cream Deodorant☆

A PHYSICIAN'S PRESCRIPTION
FOR OVERCOMING PERSPIRATION ODORS

If you want complete insurance against offending others, use ZiP Cream Deodorant. It is easy to apply; harmless to your clothing; and a cream your skin will welcome.

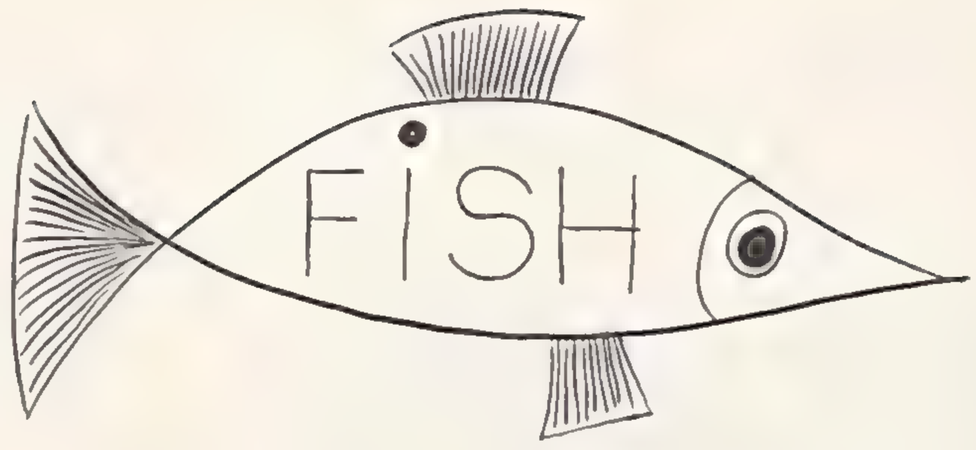
TWICE THE SIZE AT HALF THE PRICE

Remember—this delightful cream is the actual prescription of a physician for overcoming perspiration odors. It is awaiting you at leading toilet goods counters in large, attractively carved, highly polished wooden containers at 35c and 50c.

☆Awarded the Good Housekeeping SEAL OF APPROVAL. Patent Pending

Tested and Approved 1936 Good Housekeeping Bureau GOOD HOUSEKEEPING MAGAZINE

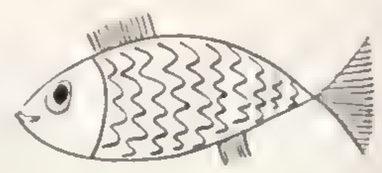
Madame Berthé
SPECIALIST
NEW YORK SALON 562 FIFTH AVENUE



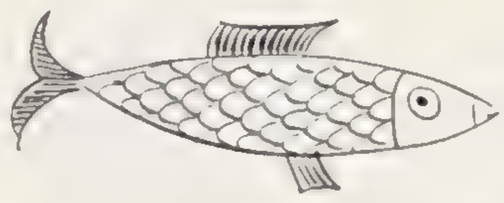


ONE of the most delicate of foods, fish is unduly neglected in this country. The sodden meal known as the "Fish Dinner" offers but slight answer to this statement. The cooking of fish is not difficult, except that the usual fault of overcooking should be avoided, since the least excess tends to toughen and to destroy the delicacy of flavour. Boiling, frying, broiling, and baking may all be employed in its preparation; each with care, however.

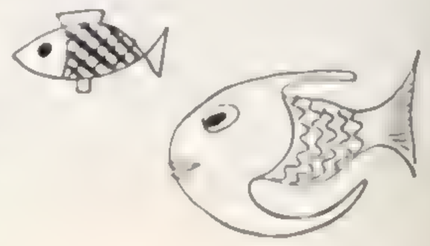
The inevitable cucumber as an accompaniment has, as have most inevitabilities, much to be said for it—here, too, is a lightness of flavour which consorts perfectly with that of almost any fish. There are varieties, however, in accompanying sauces and salads which are well worth cultivating. A mould of asparagus in aspic will be a perfect complement to almost any of the following recipes; and makes, with a thin soup and a sweet or cheese and coffee, an unsurpassed June luncheon. Any of the heavier salads may be used in the same way; a Chiffonade salad suits perfectly a Sole Bonne Femme.



SOLE MONICA: It will be hard to forget the first experience with "Sole Monica." This recipe, obtained from an Englishwoman self-exiled in France, must head our list, since properly prepared it is the most perfect of the dishes in which flounder is used as a base. Six or eight fillets of sole or flounder are poached in a pint or less of milk. A quarter of a pound of white grapes are peeled and seeded, and an equal quantity of mushrooms are sliced and cooked in butter and seasoned with salt, black pepper, and cayenne. Then a tablespoonful of flour and a tablespoonful of butter are creamed together and added slowly to the milk from which the fillets have been removed. This should be stirred constantly until the mixture thickens, and two tablespoonfuls of grated mild cheese and a half-pint of cream should be added gradually. The fillets are then arranged in a buttered casserole, in layers with the grapes and mushrooms, covered with the sauce, and baked for twelve minutes in a hot oven.



SOLE MOUSSELINE: For this simpler dish, the fillets are poached in a bouillon of equal parts of water and white wine, salt, pepper, parsley, bay-leaf, and the bones of the fish all boiled together for twelve minutes. The fillets must be cooked for about six minutes; then removed to a hot dish. The sauce Mousseline, which can also be served with a jellied whitefish, is composed of the yolks of two eggs beaten with half a cup of cream, the juice of half a lemon, salt, and half a teaspoonful of nutmeg. This mixture is heated slowly in a double-boiler and stirred constantly (Continued on page 113)





A picture of LOVELINESS under the SUN...

Elizabeth Arden, who solves your beauty problems the year round, has made a specialty of studying the effect of the sun on various types of skin, in order to tell you exactly how to protect and enhance your loveliness under the sun. As a result, no matter what kind of sun-life you prefer to lead, Elizabeth Arden has the preparation that will make it a very happy, lovely one.

There is Ardena Sun-pruf Cream for those who do not want to burn

Don't burn, it isn't smart. What's more, it hurts. And since the advent of Miss Arden's Sun-pruf Cream last season, burning and peeling and the accompanying torture have become unnecessary evils. Under Sun-pruf Cream the most sensitive skin will not burn. And that makes this lovely preparation a positive boon to blondes. It isn't sticky or greasy and it does not show. If you want to tan a little, spread Ardena Sun-pruf Cream on lightly. If you do not want to tan at all, apply it generously...and you won't!

Ardena Sun-pruf Cream . . $1.25 the tube

There is Velva Beauty Film to make you appear tanned and chic

This velvety paste that covers blemishes and gives you a smooth, delectable color, is really a perfect, ready-made tan! It is absolutely indispensable with shorts, for it gives the legs an exquisite finish. Select the shade you want to *look* (since Velva Film prevents burn and tan, you can preserve your natural color underneath it) rub the film in well... Dust with the matching talcum. And there you are—tanned just the shade you want to be. An ideal Emerge delicately pink and white in the evening after being tawnily tan all day. Everyone will wonder...

Velva Beauty film...four shades...Eggshell, Dark, Evening and Sun Tan (a new ruddy brown) $1.25 the tube

Velva Beauty Talcum (in matching shades) $1

There is Sun Oil...if you want a rich tan

Brunettes, whose skin, when it is made pliant and supple, can take the sun, adore Miss Arden's Sun Oil. It prevents dryness, keeps your skin soft and smooth, and helps to give you a lovely, rich, even tan. It comes in delectable kidney-shaped bottles in costume-colored waterproof cases for the beach, at $5. Also in attractive bottles for the dressing table. $1, $1.75. Two shades, Honey and Café.

* * *

ON SALE AT ALL SMART SHOPS

ELIZABETH ARDEN

691 Fifth Avenue, New York City • LONDON PARIS BERLIN ROME TORONTO

© Elizabeth Arden, 1934

To have and to hold



Chase Chromium

BEAUTIFUL, BRILLIANT GIFTS THAT THE YOUNG BRIDE NEVER HAS TO POLISH

Here are lovely wedding presents "TO HAVE AND TO HOLD." To *have* such beautiful modern gifts is sure to please the bride. And what is more, they'll *hold* their beauty as the busy years go on. For gleaming Chase Chromium needs no polishing, and only a minimum of care to remain shining and lovely all her life.

Electric Buffet Server (Top)	$40.00
FIRST ROW	
Disc Candlestick	4.00
Viking Sauce Bowl	4.00
Pancake and Corn Set	4.00
Individual Canapé Plate	.75
Pretzel Bowl	2.00
SECOND ROW	
Stirring Cocktail Mixer	4.00
Aristocrat Ash Tray	$1.00
Diplomat Coffee Set with Tray	20.00
Ice Bowl and Tongs	4.00
Wine Cooler	10.00
Wine Bottle Stand	1.25
Taurex Candlestick	3.00
BOTTOM ROW	
Sandwich Plate	4.00
Jam Set	2.50
Cocktail Shaker	$4.00
Cocktail Cups (each)	.50
Tray	4.00
Architex Centerpiece (each piece)	2.00
Cheese Server	7.50
Triple Tray	5.00
Cocktail-Canapé Server	10.00

(Prices slightly higher west of the Mississippi)

CHASE BRASS & COPPER CO.
— Incorporated —
WATERBURY, CONN.

CHASE



HOW DAD WON

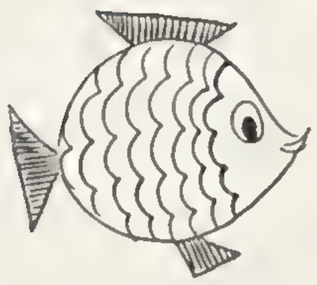
He was respected for his analytical ability. He had inspected the 1934 Auburn's rigid frame. He was impressed with the fact that the chassis contains no untried experiments. He had had years of experience with Lycoming engines; in passenger cars, airplanes, boats, and trucks. His business acumen convinced him Auburn offers the greatest value. But it would appear that the feminine influence predominated in his home. So, Daughter got behind the wheel. The ample room, luxurious interior, and ventilation control won Mother and Sister over instantly. When they came home from a demonstration, amazed at Auburn's easy riding, the way the car clung to the road, the absence of side-sway, and the advantages of the Extra High gear of Dual-Ratio — well, the Auburn had sold itself.

AUBURN

6 CYLINDER MODELS (119" WHEELBASE) $695 TO $945; 8 CYLINDER MODELS (126" WHEELBASE) $945 TO $1225; SALON 12 MODELS $1395 TO $1545

All prices at the factory, subject to change without notice • Equipment other than standard, extra

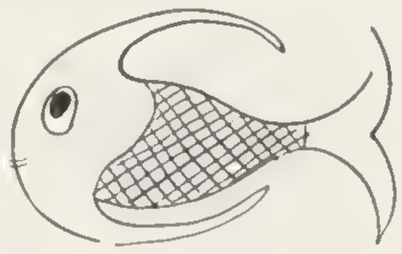
AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA, *Division of Cord Corporation*



(Continued from page 112) until it thickens, when an eighth of a pound of soft butter is added, bit by bit. It must be served at once, since overcooking will result in curdling.

FRESH COD is to be had along the Eastern seacoast and is at its best done simply in black butter. The cod is first salted and rolled lightly in flour, then cooked rather quickly in butter. Just before finishing, a handful of finely chopped herbs and chives is added and cooked slightly in the hot butter.

WHITEFISH from the Lake regions is a favourite breakfast dish when grilled and anointed with melted butter and lemon-juice. For a luncheon dish, it can be jellied in the following manner. The fish is boned and poached in a bouillon as in the recipe for Sole Mousseline, then arranged in a pottery mould. The bouillon is strained, and two tablespoonfuls of powdered gelatine dissolved in a little hot water are added to two cupfuls of liquid and one tablespoonful of tarragon vinegar. Around the fish, a handful of thinly sliced sautéed mushrooms and cucumbers is arranged, and the cooled aspic is poured over it all. Then cool for two or three hours on ice and serve with watercress.



FILLETS OF MACKEREL cooked in butter are made delectable by the following sauce. The usual bouillon is made, and to it is added a tumblerful of dry red wine. After it is reduced to half by boiling, a half-cupful of cream and an eighth of a pound of butter are added. When thickened, the sauce is poured over the fillets and served at once.

FISH TIMBALE: To use the remnants of cooked fish, salmon, whitefish, or flounder, a timbale is made in the following way. The fish is broken into small pieces and cooked lightly in butter, with salt, pepper, and paprika. Three-quarters of a cupful of bechamel sauce is added, with a few slices of sautéed mushrooms, and the whole poured into a buttered mould, which is then placed in boiling water and cooked for twenty minutes. The timbale is then garnished with watercress and sections of lemon and served at once.





LOBSTER figures as a luncheon dish as a filling for *crêpes*. The *crêpes* are made without sugar, and two are allowed for each serving. The meat of a cooked lobster is then cooked in butter and mixed with a cupful of bechamel sauce flavoured with tomato paste. Next, the *crêpes* are spread with the lobster mixture and rolled, then placed in a hot casserole. Just before serving, the following sauce is poured over them. A cupful of sliced sautéed mushrooms, a thinly sliced tomato, salt, pepper, and a wine-glassful of cognac are bound together with a half-cupful of cream. This is cooked for only half a minute and served at once.

EVERETT GRAY LINSLEY



Just 7 drops



take the place of

NOURISHING CREAM

MUSCLE OIL

SKIN TONER

ASTRINGENT

POWDER BASE



It's a joy to touch your hand to your face—Velo-derma gives skin such a dewy loveliness!

It's a relatively small bottle—this bottle of Velo-derma, because it contains a formula too precious to be offered in large quantities. Being precious—Velo-derma *does* precious things to your skin, wherever you apply it. Besides, Velo-derma enables you to discard as many as *five* jars and bottles, for it helps to *nourish* the skin; *quicken* tissue repair; and provide a *substitute* lubrication for natural gland secretions. It brings the complexion a dewy, May-morning-kind of freshness that *lasts* from 12 to 18 hours—dependent on your type of skin. It tones and supples wrinkled or aging complexions, leaving a lovely, velvety surface for the application of your powder and rouge. Ask for Velo-derma at any of the better shops. Address: Velo-derma, 11 University Place, New York City.



Use 1 drop from throat to *left* ear. 2—a drop from throat to *right* ear. 3—a drop from chin to *left* cheek. 4—a drop from chin to *right* cheek. Fifth, do the skin around the *left* eye. 6—drop for skin about *right* eye. 7—drop for forehead, down nose!

Velo-derma 770



Velo-derma's bottle is made so that you can shake it out, a drop at a time. You need only 7 drops to cover your face and neck.

Only a JANTZEN *fits so perfectly!*



THERE'S a glow of satisfaction in wearing a Jantzen—a sense of being perfectly fitted...*plus* complete style and color correctness. A Jantzen molds your body in smooth flowing lines. More than that it retains its glove-like comfortable fit... *permanently*.

Suit yourself perfectly—and every member of the family—in a Jantzen. There's a model to suit every taste and purse.

Sitting Figure

Right down to the waist go the smartly cut back lines of the new Jantzen Square Back. Here is a new model that looks like a two-piece suit but is in reality one-piece with all the attendant comfort and freedom. Women's 6.95; Misses' 6.50.

Standing Figure

The Prom—with one of the most charming and distinctive back lines of the year. A new adjustable feature assures perfect comfortable fit both in and out of the water. Women's 5.95; Misses' 5.50.



Jantzen

MOLDED-FIT swimming suits

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JANTZEN KNITTING MILLS, (Dept. 251), Portland, Oregon.

Please send me style folder in colors featuring new 1934 models. WOMEN'S ☐ MEN'S ☐

Name _____

Address _____



NELSON

• This appealing covey of shoes is new, just imported from England, inexpensive, and at Fortnum and Mason
• At the left are a brown suède golf shoe with fringed tongue; and a brown-and-white low-heeled Oxford
• In the centre, on the young lady's foot, is a brown walking pump with layer leather heel; on its side is a brown leather golf shoe with a perforated sole; and a stitched leather Oxford with a ribbed effect
• Right, are a white shoe of a new grained leather, with one small buckle for trimming; a low-heeled brown suède sports sandal; and a brown leather walking shoe

SHOP-HOUND TIPS

(CONTINUED FROM PAGE 87)

investigating these, a new and improved version came into my life—the same cape done in oilskin with its own case—so tiny it will hardly make a bulge in your pocket. About $3.75.

• For tennis, I was supplied with a cool white silk dress as plain as a string with a dash of colour added by a double belt—red-dotted and blue-dotted. If my game had been as good as my frock, I would have left there a "runner-up." (I found the twin sister of this frock at Bonwit Teller's for about $17.)

MORE FIRST AIDS

• I've just heard about an English tennis star who took time out one day and invented a "ducky" cap to add to the comfort of her game, the smartness of her appearance, and the care of her complexion. It is sort of a glorified jockey-cap made of white duck with a visor that you pull forward to shade your eyes, but, best of all, it comes down well over the back of your neck, giving protection from the blistering sun. Thus, a tennis player shows up at dinner with her swan-like neck white, soft, and alluring. At Abercrombie and Fitch, for about $1.75.

• This find is exciting. That's the only word I can pull from my broken-down vocabulary to describe aptly the Bon Voyage Knitting Bag. It started life as a big, tailored *sac* of suède cloth (in beige, brown, black, red, or blue) with a hand-painted monogram—a bag that will be no end useful as a carry-all during all your treks. Packed inside, as neat as a pin, are: two balls of knitting yarn (enough to keep the needles clicking on the average journey, unless you are an indefatigable knitter) and a book of authentic instructions; a tin of crystallized ginger—so necessary for those on their seasick way; a book—a best seller—of your own choosing; a box of l'Aiglon chocolates; six current magazines (including Vogue, Vanity Fair, and House and Garden, of course—who would think of starting on a journey without these three musketeers?); and a box of home-made cookies—the nibbley kind. To make it gay and blithe, the bag is all wrapped up in cellophane and tied with a tremendous coloured bow. That's the usual packings, but if you want something extra special, telephone Margaret Bickerton (Plaza 3-8841), the mother of this bright idea, and she will plan an individual, made-to-measure, so to speak, bag—with more or less knitting equipment—or none at all. The price for this grand gift is about $10, and it's certainly your money's worth—to say nothing of being just no trouble at all to you. Miss Bickerton takes care of everything. If some one sent this Bon Voyage Knitting Bag to me, I would bring them back the Kohinoor diamond.

• A haunting ghost has been laid to rest. I can settle back in peace and say, with pardonable pride—"I've found you at last, my true love." It all happened at Fortnum and Mason's, and my true love happens to be what is known to all Britishers as a Spade Boot Brush. I made its first acquain-

(Continued on page 116)

the DULL FINISH make-up



by HOUBIGANT



the powder

HOUBIGANT DULL FINISH...accepted internationally as the one face powder that really ends unlovely shine. Never evident, always natural in effect, it is offered without premiums or inducements other than its own supreme merit. Six shades comprise the range for every skin-tone; the fragrances—*Quelques Fleurs* or *Le Parfum Ideal*—add distinction; the price is $1, or (demi-size) 55c.



the rouge

HOUBIGANT HAND-PROCESSED...entirely new, feathery fine, and long-lasting...hence it gives you rouge-rightness for all the day. It invariably blends with your skin-tone correctly, subtly—like color *under* your skin. The six shades are uncannily natural; the box contains a silk-velvet puff; and three times as much rouge by actual weight! 75c.



the lipstick

HOUBIGANT LIPSTICK TENACE...tenacious in service as it is in name. Its enormous success abroad is being rapidly duplicated among discerning women here. It is never obvious, never greasily shining—but rather a natural and lasting intensification of your lips' own shade and soft texture. Four base colors to choose from—in slim gold cases. $1.10.



PUT YOUR COMPLEXION ON A LIQUID DIET

Cleanse, Stimulate, Lubricate

as only liquids can!

Try Ambrosia, the pore-deep liquid cleanser. You *feel* Ambrosia tingle, you *know* it is cleansing as nothing has done before.

Women write us they see an unbelievable improvement in their complexions shortly after starting to use Ambrosia. That's because Ambrosia does more than remove surface dirt. It cleanses pore-deep, thus ending blackheads, and pimples, and clearing up sallowness and other troubles caused by superficial cleansing. Gives skin the radiant freshness of youth.

If your skin is dry, follow Ambrosia Cleanser with Ambrosia Dry-Skin Cream. Particles in this fluid cream are 11 times finer than butter particles in milk. Thus it penetrates, restores natural oil, ends dryness, smooths wrinkles.

If your skin is oily, follow Ambrosia Cleanser with Ambrosia Tightener. Mildly antiseptic, the Tightener reduces large pores, normalizes oiliness, invigorates circulation.

You may obtain Ambrosia preparations at any drug or department store. 75¢ each. Slightly higher in Canada. Hinze Ambrosia, Inc., 114 Fifth Ave., New York, N.Y.

Ambrosia Powder clings to skin for hours. Does not clog pores. In 4 shades, French-perfumed, 75¢.



It Cleans

It Stimulates

It Restores Oil

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 104)

Mrs. R. H. C.: Will you give me suggestions on what to serve as a light supper after an evening of bridge during the summer? Now that the warm weather is here, hot dishes seem a little heavy.

Ans.: Sandwiches and small cakes, such as are suitable for tea, may be served. Or a jellied salad, accompanied by thin bread-and-butter sandwiches and fruit punch. Halves of avocados, thoroughly chilled and filled with highly seasoned French dressing, accompanied by cheese pastries and limeade with a stick of mint dusted with powdered sugar are deliciously cool. Or a frozen cheese salad, served with olive mayonnaise and supplemented by anchovy paste sandwiches and a fruit punch, is another solution. A ring of tomato aspic might be accompanied by pâté de foies gras and watercress sandwiches, and raspberry lemonade.

Mrs. G. C.: Will you kindly tell me the correct mourning for a widow?

Ans.: A widow's mourning does not differ much from that of a mother or a sister, but she usually has a small white cap border of white crêpe under her bonnet. When mourning is worn, all women very near in relationship to the dead person wear deep black, with turned-back collars and cuffs of clean, thin white lawn, or deep black without even this relief. Correct mourning consists of any lustreless black fabrics in silk, crêpe de Chine, serge, or wool for day wear, and dull silk or uncut velvet for the evening. All-white is mourning and particularly good for summer wear. With all-white mourning, white accessories should be used, as the addition of black makes it half-mourning. The only jewellery permissible is dull jet and pearls. Shiny leather is not worn. (Continued on page 120)

SHOP-HOUND TIPS

(CONTINUED FROM PAGE 114)

a house in Somerset, and I haven't been the same girl since. You, your boots or shoes or whatever it is you wear when you go tramping come back with you all mud caked and a sight to behold. Think of finding on your return an efficient thing-of-a-something that puts you all at rights in the twinkling of an eye. This is the way it is done: you hold onto a tall handle to keep the leeriest equilibrium on an even keel, and work with your foot on the ball of bristles that is the bottom of this efficient thing—and that reaches and excavates all the ungetatable crevices where the mud sticks closer than a brother—what's more, you have fun. At about $15.

• "Come out of the kitchen," said Helen Stapleton to the useful but lowly paper napkin. Of course, she had to do something to make it parlour company. She did. Your monogram, your initials, or your name is done in colours. You would be surprised at what a difference this makes. The sizes are cocktail, picnic, or supper. The prices, next to nothing. The postage will cost extra. Write to Helen Stapleton, 91 Greenacres Avenue, Scarsdale, New York, and she will tell you everything.

A SALAD CLOSET

• A *gourmet* was asked how he rated or gauged a good hostess. Like a shot, the answer came back, "By her salad closet." Life being like that, it is my patent duty to retrieve salad closets. I find they speak several languages; and, in my own doggerel, I translate them for you as follows.

A salad closet in the French manner! I went to the Vendôme (18 East Forty-Ninth Street) for this and asked for the *maestro* of this delectable shop. He appeared personally and gave me a grand time. He told me fascinating food stories—like this about the opening day at the Ritz-Carlton, when he was on the gastronomic staff. The manager said, "Do an unusual salad dressing—call it the Ritz." He took six bowls and in each concocted something entirely different. Then Monsieur Titzé was invited to taste. He came to a bowl filled with a pale pink mixture—"Ah, this *is* the Ritz." That pink dressing in a few days overtopped in popularity all other dressings. Other hotels sought the recipe, unbelievably simple—just good mayonnaise coloured up a bit with tomato ketchup and a dash of A-1 sauce—but they could not put on their menus "Dressing Ritz," so they renamed it Russian Dressing. So heroes are made, some unhonoured and unsung. Monsieur Dadone told me how to stock a salad closet as a knowing Frenchwoman would. Marco Olive-Oil from Nice (a gallon tin costs about $4). Desseaux Fils Wine Vinegar (at about 40 cents a quart). Desseaux Fils Tarragon Vinegar (at about 30 cents a quart). Dijon or Bordeaux mustard (about 45 cents a tin). Louis Frères mustard with tarragon (about 45 cents a jar). Imported paprika (about 75 cents a pound jar). White pepper, black pepper, salt, and garlic.

I travelled to Victori's (164 Pearl Street) to learn about Spanish customs in salad dressings. Iberia Olive-Oil (about $3 a gallon). Sherry Wine Vinegar from Jerez (about 90 cents a bottle). Onion sauce (about 25 cents a bottle). Spanish paprika (about 60 cents a pound tin). And plenty of garlic.

For real Italian flavour, you will find at Trinacria's (on Twenty-Ninth Street near Third Avenue) Sicula Olive-Oil—the rich, heavy kind (about $2.50 a gallon tin). Rosso Italian Wine Vinegar (about 50 cents a quart). Sicilian thyme (about ten cents a package). No end of garlic. Here you may buy the little wooden pepper-mills; and all the salad connoisseurs say that you must grind pepper fresh every day. About $1.50 for the mill, and the pepper costs about 50 cents a pound.



Adler & Adler, Inc.
550 Seventh Avenue, N. Y.



J. A. Livingston, Inc.
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David Crystal, Inc.
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The SPORTSWEAR GUILD
America's Leading Creators of Sports Clothes
advise pure IVORY FLAKES
for these smart washable fashions





I'VE DISCOVERED THE SOAP
FOR A PERFECT SKIN

I used to get the blu-u-u-es
Over my complexion,
But now I've found the way
To chase away dejection.

With washcloth lathered well
In suds of R & G,
I soak and scrub my pores
And cleanse them thoroughly.

If you *have got the blu-u-u-es*
Just go and do the same;
Then see your sluggish skin
Come back to life again!

Now join with me and sing
"Goodbye Complexion Blues,"
The song of a perfect skin—
The biggest beauty news!



Seven
delightful scents

Violette • Carnation
Sandalwood • Feu Follet
Fleurs d'Amour • Le Jade
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These same delightful fragrances are also available in Roger & Gallet's Aftabath, Sachet and Talcum.

ROGER & GALLET
TOILET SOAP

TOO MUCH GOOD TASTE

(CONTINUED FROM PAGE 85)

younger generation is avidly learning about Cézanne and Renoir, Matisse and Picasso, and deciding to have at least one room done "Modern," with pigskin and chromium chairs and tables in it.

A predilection for either of the fashions indicated here would be more or less above criticism if one could believe that is a real predilection. Unfortunately, it is difficult to convince oneself that the strictly personal expression of their likes and dislikes would lead the members of one generation to prefer the English school of painters and Chippendale furniture, and the next to show a unique passion for the work of a painter like Cézanne. One searches almost in vain for the American millionaire who bought a Picasso twenty-five years ago, or a sophisticated young collector of to-day who buys Carolus-Duran instead of Matisse.

AMERICANS, PAST AND PRESENT

The truth of the matter is that for half a century or more, Americans have been suffering from a cultural inferiority complex. If we turn back to Colonial days, when we were laying down a Declaration of Independence in the realm of decoration and architecture, as well as in politics, we may find plenty of evidence to show that we were not always the victims of this complex. Whoever has looked at the works of that era, whether it be a house on the James River, the New York City Hall, or a collection of fine silver, must have been impressed by the skill of Colonial designers and craftsmen and the discrimination of their patrons. From Savery's finest pieces of the cabinetmaker's art, down to the most humble equipment of a farmhouse, one finds objects that were usually the superior of their European prototypes, and the judgment of patrons and clients played no small part in the creation of their beauty.

The difference between them and ourselves lies in the fact that they exercised this judgment on a basis of self-confidence and assurance that is nowadays all too apt to be missing. Wily campaigns and advertising assaults have injected in us a positive terror not only of being personally unattractive, but of somehow showing less taste than our neighbours.

The nineteenth century was an era of cultural chaos in the United States, and the 'Eighties found the wealthy American almost completely cut off from the aesthetic traditions of Colonial times. Half stranded, so to speak, he was willing to accept the first stylistic fashions that were offered him. Stanford White and the Chicago Fair showed what could be done in the way of acquiring a cultured background overnight, and for a few years the styles of the Renaissance dominated the fashions. Then the scope of plagiarism widened, and, a decade later, any New Yorker who took a walk along Fifth Avenue could have a lesson in every architectural style from early Gothic to late Beaux Arts with a dash of Synagogue thrown in for good measure.

STANDARDIZED TASTE

Now the period of archeology is waning, but, whereas our commercial and industrial architecture is well on the way to establishing a character that is indigenous and inventive, our domestic architecture remains, for the most part, emasculated, characterless, and without imagination. There is more than one reason for this, but not least among them is the fact that our house architecture has been created—by architect and client alike—under the guidance of that flimsiest of all banners, standardized good taste.

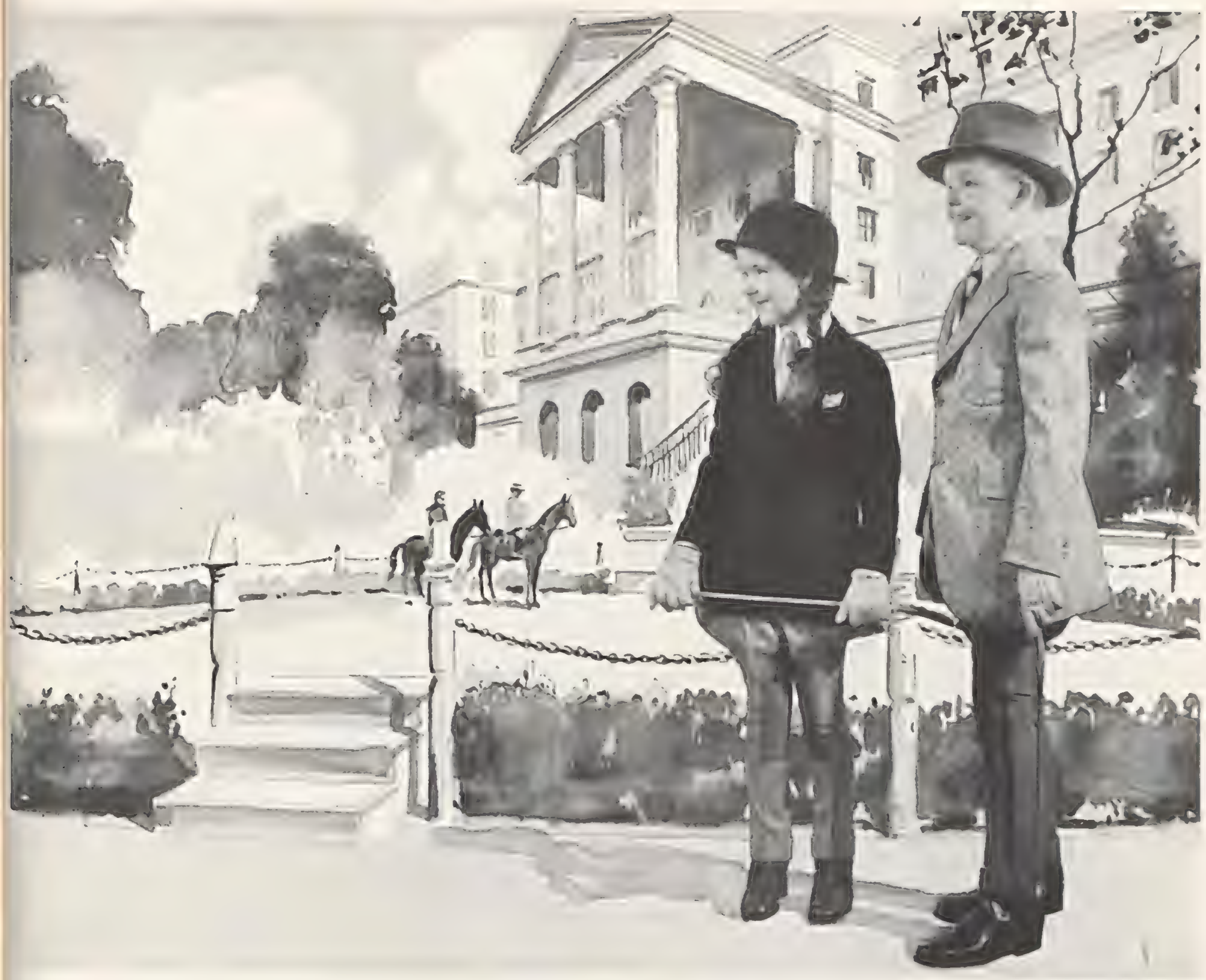
This is a treacherous standard because it is ephemeral and, for the most part, superficial. Good taste that is measured by the fashionable choice of the moment becomes bad taste overnight, and we have the pitiful spectacle of the lady who redecorates her apartment every five years, and achieves merely a series of standardized effects, devoid of all personality. You have seen these homes: impeccably refined and regular, immeasurably dull and cold.

THE BASIS OF TASTE

The basis of taste is personal sincerity. Without it, there can be no such thing as taste—let alone good taste. We smile patronizingly at the suburban bride-to-be who pores over the pages of etiquette books in the naïve hope that she is guaranteeing herself a "correct" wedding. Yet up and down Park Avenue stands apartment after apartment with walls that are mute evidence of the same naïveté, the same reliance on some meaningless, attractive formula—the empty depositories of canned good taste.

TO OUR CONTRIBUTORS

Manuscripts must be accompanied by postage for their return if unavailable. Vogue assumes no responsibility for unsolicited contributions except, of course, to accord them courteous attention and ordinary care. Vogue does not accept or pay duty on drawings submitted by foreign artists, unless the drawings are sent at the order of Vogue or by previous arrangement with its New York office



Riding clothes from De Pinna

Fashion is in the saddle at THE GREENBRIER

Fashion may be born in Paris and New York, but it *lives* at White Sulphur Springs. There's such a variety of keen things to do and places to be that one is just naturally inspired to do one's best by the landscape. Whether you're a spectator or competitor at tennis or golf . . . riding the woodland trails or gracing the afternoon tea—there's an irresistible urge to feel and look your best. It's just plain fun merely to be alive at The Greenbrier. Reservations are now being made for the summer season. May we send you the details of our attractive summer plan?

☆ ☆ ☆

Regular summer rates will be in effect after June 15th. Illustrated literature describing The Greenbrier will be sent to you upon request.

White Sulphur Springs
WEST VIRGINIA

THE GREENBRIER AND COTTAGES L. R. JOHNSTON, GENERAL MANAGER

Now

IN A GOLD AND SCARLET METAL CASE



THE MASCARA

THAT MILLIONS OF LOVELY

WOMEN HAVE USED FOR

MORE THAN SEVENTEEN YEARS

IS NOW SMARTLY ENCASED

IN BRIGHTLY POLISHED METAL

BLACK, BROWN AND THE NEW BLUE

Maybelline

THE APPROVED Bureau of Foods, Sanitation and Health MASCARA

NON-SMARTING • TEAR-PROOF • HARMLESS

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 116)

Miss I. S.: Will you be so kind as to help me plan a good "business woman's wardrobe" for spring and summer? I live in a city of moderate size that is within driving distance of a number of resorts.

Ans.: In planning a spring and summer wardrobe, a business woman should bear in mind the following simple facts:

1. When buying a dress for the office, choose one that will not require constant pressing; that will not spot easily; and that will not require a lot of energy and time to keep such trimming as collars and cuffs clean.

2. Choose dresses that will feel and look as clean as possible. Thin dresses through which lingerie straps may be seen should be tabooed.

3. The most practical type of dress for business in summer is a printed dress with a jacket.

4. A summer wardrobe should include a suit of georgette or sheer wool crêpe in a dark colour, which could be worn from the office out to dinner.

5. Select some practical, becoming colour as the basis of your wardrobe—such as navy-blue. It is a great advantage to have a colour basis, for the same accessories can be worn with several costumes, and one's clothes gain more variety without gaining in cost. We suggest the following items for a spring and summer wardrobe:

1 Top-coat
1 Sports coat
2 Silk dresses } For the office
1 Ensemble
1 Suit
1 "In-between" dress
2 Sports dresses for week-ends
Bathing-suit—beach accessories
1 or 2 Dinner-dresses
1 Straw hat
1 Beret or soft sports hat
1 pair of walking shoes
1 pair of sports shoes
1 pair of afternoon pumps
1 pair of evening slippers

Miss L. S.: What are the duties of a bride towards her bridesmaids, in the matter of giving parts of their costumes? What other presents may a bride give her bridesmaids? And when should these gifts be given?

Ans.: The bride may give any sort of presents that are within her means and suitable to the occasion. If she is both rich and generous, she may not only choose to give some handsome piece of jewellery or other ornament that happens to be in fashion, but she may give some accessory to the selected costume. She may even give all the hats, or order all the slippers.

On the other hand, she may not be able to afford more than some small personal souvenir. And if she takes a little time and trouble, these may be just as charming and as much appreciated as grander gifts—affection and taste can produce delightful results. A fine lace handkerchief, or a delicately embroidered evening bag, or even a very good leather day bag with initials in gold or silver are the type of thing she might choose. The gift is generally something to wear or carry, but even this is not a hard-and-fast rule.

The presents are given whenever the bride pleases. She may send them to the houses of her bridesmaids, or she may select some time when they are all together (which is more usual). Perhaps the night of a dinner or day of a luncheon party, or, if there is a rehearsal of the wedding (which is only necessary when the proceedings are complicated), she might present the gifts then. But the time is not fixed, and she may give them whenever she sees fit to do so.

Mrs. R. U. B.: Will you be good enough to suggest a "different" menu for a tea?

Ans.: It is difficult to suggest a "different" menu for a tea because the simplest sort of food should be served, except at a very formal occasion, such as a wedding reception. Small sandwiches are always a popular addition to the tea-table, provided they are made with suitable ingredients. Watercress, anchovy, sardine, pimento, or horseradish are excellent for these sandwiches. Sweet sandwiches also are in order, when there is a variety, and those of marmalades or the less usual jellies, such as rose-leaf and mint, are pleasant.

Cakes seem an integral part of the tea-hour when they are distinctly of tea variety. Scones, Scotch shortbread, crumpets, cookies, and the like are more suitable than rich frosted confections.

At a formal reception, a salad may be included, but it should be a light one, such as clear chicken aspic. The following menu is planned with such a salad:

Cucumber and Cheese Sandwiches
Pâté de Foies Gras and Chopped Truffle Sandwiches
Date, Cream, and Walnut Sandwiches
Chopped Lobster Sandwiches
Chicken Aspic Salad
Small Hot Rolls
Mocha Cake
Petits Fours—Sugar Nut Cookies
Assorted Nuts—Candied Marrons
Coffee—Tea

Mrs. F. G.: Will you please give me a few suggestions about food for unexpected guests? So often friends drop in for the evening, and I would like to have something on hand that would be so easy to prepare that they will not feel they have embarrassed me or my larder.

Ans.: The simplest things to keep on hand for unexpected guests who may "drop in for the evening," are cheese and crackers. Imported Camembert and Gruyère are usually quite popular when served on thin hard crackers. There are also all kinds of meat spreads, of the devilled ham and chicken variety, that people like. If you want a hot dish, it is very easy to prepare scrambled eggs and bacon, or to make a Welsh rarebit. Ginger ale, root beer, or one of the sparkling fruit drinks is always welcome, and doesn't take as much time to prepare as lemonade or some other fresh fruit drink that you may not happen to have all standing ready in a pitcher in your ice-box.



It will pay you TO KNOW THIS ABOUT YOUR WAVE

Women—the world's greatest buyers—are often deceived. They know how important it is to get a *perfect* permanent wave... they agree that a Eugene Wave is the most natural and smartest obtainable. Yet often they fail to make sure they are getting what they pay for.

The secret of a *genuine* Eugene Wave is the Eugene Sachet ...pictured above. For it is this patented sachet that scientifically controls and directs the steaming of your hair. Inferior substitutes, or shop-made imitation sachets, may prove sadly disappointing!

It is worth the extra few cents that some beauty shops ask for the *genuine* Eugene Wave. But you should insist that the Eugene trade mark appears on each sachet used. See it—then rest content that you have done everything possible to assure the success of *your* wave.

EUGENE LTD....New York, London, Paris, Berlin, Sydney

eugène *permanent waves*

No tag is necessary
to identify

Max Schling Floral Creations

Flowers of High Fashion, Taste, and Distinction
Delivered the World Over.

MAX SCHLING
THE SAVOY-PLAZA
NEW YORK

A string of miracles for your friends at sea. FLOWERS! *. . . delivered to the cabin each morning . . . and a corsage before dinner each evening . . . miracles—every day . . . from $5 up per day. . . .*

To be **RIGHT,** *wear* **WHITE**



This summer, by all predictions, white sport shoes are going to be more fashionable than ever. So it's worth remembering that there are Arnold Authentics to carry out the style of any sport outfit that you may go in for.

They come in white and all the smart color combinations. Mostly $10.50. Here are three, for instance:

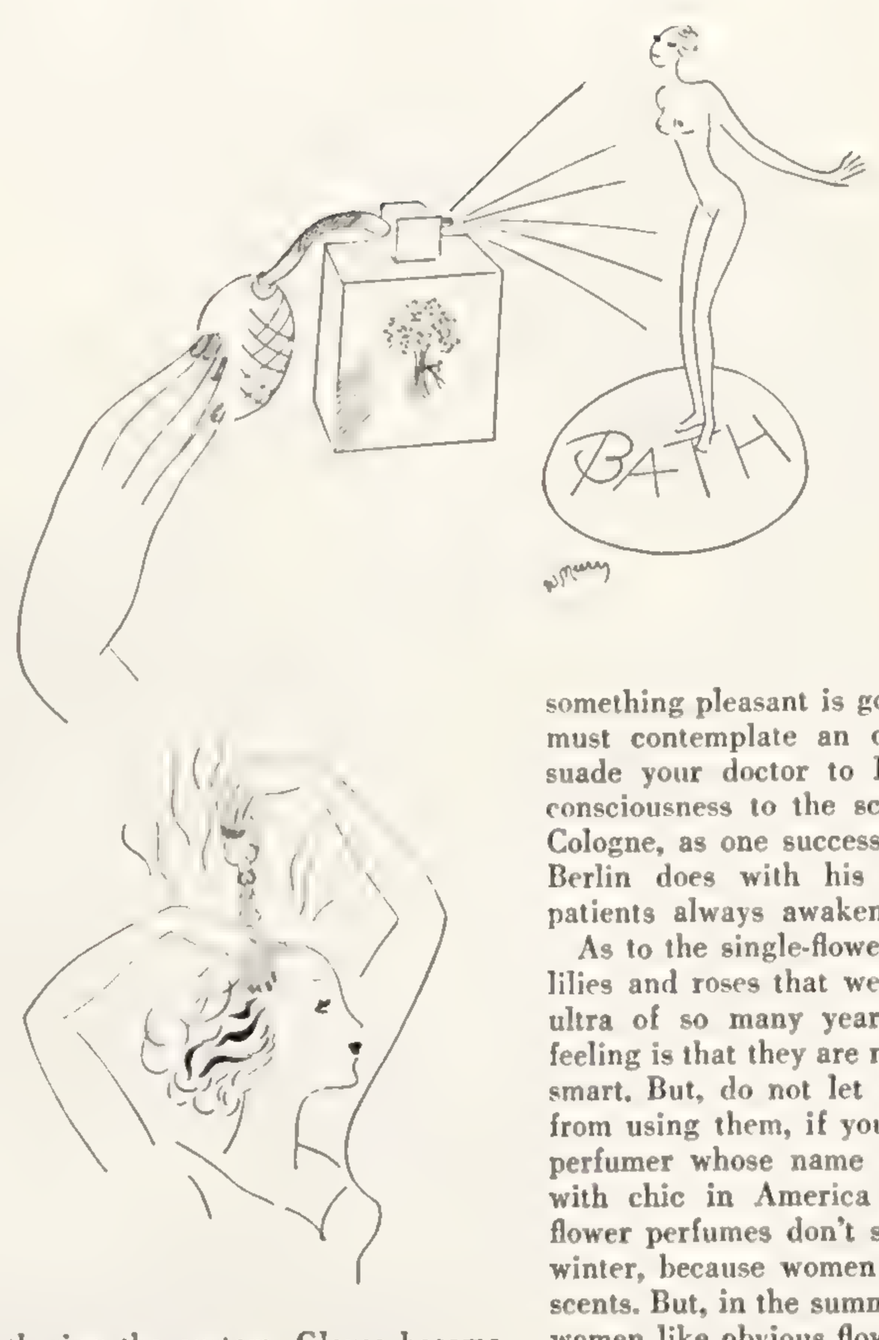
ARNOLDMOOR
•
ARNOLDAIRE
•
The FRIAR SHOE

M. N. ARNOLD SHOE CO., South Weymouth, Mass.

ARNOLD *Authentics*

SUMMER SCENTS

(CONTINUED FROM PAGE 92)



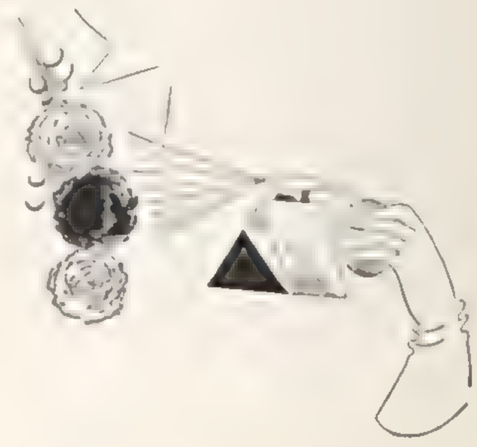
furthering the custom. Gloves become impregnated with your scent, also, and make tender mementos to leave behind to awake fragrant evocations of yourself. You can see the lady at the top of page 92 indulging in such subtlety.

Something that has only recently begun to rise and shine by its own light in this country is eau de Cologne. For this, Vogue would like to rise and take a minor bow along with the makers of the colognes, for these pages have often sung hymns of praise to the virtues of eaux de Colognes and eaux de toilettes—the frictions, the freshness, the fragrant bath waters that they create. We went into this matter of eau de Cologne recently to straighten it out for our own sake. It seems that all eau de Cologne, per se, is compounded with pretty much the same ingredients—namely orange-blossoms (neroli), bergamot, and lemon—varying widely, of course, in quality, quantity, and manner of combination. That is why every unperfumed eau de Cologne smells somewhat alike to you when you first sniff it. The perfumed eaux de Colognes have introduced the perfume scent into the eau de Cologne base, a process that is just as complicated and skill-requiring as blending the perfume itself. So you can take your choice and have clarity and freshness, or clarity and freshness plus perfume scent.

Whatever you choose, there are dozens of ways of using it. In summer, you take more baths, with more frictions to follow the baths. Pour eau de Cologne into your tub when you are hot and tired. Squeeze it over you with a sponge before you get in the shower. Give some to your young man for his kerchief, and use it on your own. Put a few drops into the finger-bowls all during the summer. Guests won't know what it is, but they'll know something pleasant is going on. If you must contemplate an operation, persuade your doctor to let you regain consciousness to the scent of eau de Cologne, as one successful surgeon in Berlin does with his patients. The patients always awaken smiling!

As to the single-flower perfume, the lilies and roses that were the ne plus ultra of so many years, the general feeling is that they are not exceedingly smart. But, do not let that deter you from using them, if you like them. A perfumer whose name is synonymous with chic in America says that his flower perfumes don't sell well in the winter, because women want complex scents. But, in the summer, these same women like obvious flower scents, just as they pursue the complicated simplicity of diamond clips with linen dresses. One of the *maîtres* of the perfume world says that no perfume can truly reproduce a flower, and the most flattering tribute they can pay it is to interpret it as beautifully as possible. Many of the fine perfumers exemplify this by making perfumes with a haunting single-flower echo in a bouquet background. But others hold that their lilac is as true as the scent of any lilacs that grow in your garden. So sniff for yourself till you find your affinity.

Our feeling has always been that the most perfect idea is to claim one perfume as your own through everything—perfume, eau de toilette, soap, bath salts, dusting powder, face powder, so that you present to the world an unbroken aura of your own. But, we find that, actually, this doesn't work out that way very often, as smart women seem to have a way of choosing different fragrances for different things. We still feel that it's a smart stunt, and a charming one, and we can provide you with names of perfumers who make everything we have mentioned in the same fragrances. (Continued on page 124)



DOES THIS PICTURE LOOK LIKE A WOMAN OF 60?

Edna Wallace Hopper, Who at Past Sixty Has the Skin of a Girl, Tells How She Does It



LOOK at my picture. Do I look like a woman past 60? People can't believe it, but I am. Boys scarcely above college age often try to flirt with me. I've been booked from one great theatre to another as "The One Woman in the World Who Never Grew Old." At a grandmother's age I still enjoy the thrills of youth.

Now, let me tell you how I do it. *Follow it* and I promise if you're 50, you'll look 40. If you're 40, you'll look 30. And if you're 30, you'll gain back the skin of eighteen. Women I've given it to call it a miracle—say it takes 10 years from the face in 10 minutes!

It is the discovery of a Famous French Scientist, who startled the cosmetic world by discovering that the Oils of Youth could be *artificially re-supplied* to the skin of fading women. He found that after 25 most women were deficient in certain youth oils. Oils that kept the skin free of age lines and wrinkles. And then, by a notable scientific discovery, he found a way to re-supply the skin daily with these oils.

This method puts those oils back in your skin every day. Without them you are old. With them you are young—alluring, charming.

All you do is spread it on your face in place of cold cream. *But, don't rub it off.* Let it stay on. *Then watch!* Your skin will absorb every bit of it—*literally drink in the youth oils it contains.* It's one of the most amazing demonstrations in scientific youth restoration known. You look years younger the first treatment. Youth and allure come back. Look at me. At over 60—I am living proof.

The method is called Edna Wallace Hopper's Special Restorative Cream. You can get it at any drug or department store. Try it. It may give your life a new meaning.

Strange But True

The two pictures below of Miss Hopper were taken exactly 31 years apart. No question, surely, whether or not *she* has found the secret of youth!



EDNA WALLACE HOPPER,
Star of "Floradora", 1899



As SHE *recently appeared, returning from Paris, 31 years later*



Table loveliness is supreme with

ALVIN

Sterling

AT YOUR JEWELERS



DELLA ROBBIA
Six Tea Spoons
As low as $6.75

ROMANTIQUE
Six Tea Spoons
As low as $7.50

MARYLAND
Six Tea Spoons
As low as $6.75

MISS ALVIN
Six Tea Spoons
As low as $6.50

BRIDAL BOUQUET REPOUSSE
Six Tea Spoons — as low as $6

Complete pattern price lists sent FREE on request. Check price list wanted:

☐ DELLA ROBBIA ☐ ROMANTIQUE
☐ MISS ALVIN ☐ MARYLAND
☐ BRIDAL BOUQUET REPOUSSE

Send 10 cents for
"THE CROWD COMES TO OUR HOUSE"
A booklet full of party suggestions with recipes

THE ALVIN CORPORATION
Makers of Fine Silver for Half a Century
PROVIDENCE, RHODE ISLAND

SUMMER SCENTS

(CONTINUED FROM PAGE 122)

If you wear fake carnations on your lapel, or at your waist, it is fun to spray them with a carnation bouquet perfume. Violets, too—and that's an old trick, because when our mothers used to tuck bunches of artificial violets into small belted waist-lines, they smelled of Parma violets.

Don't forget during hot days the joys of those fresh perfumed lotions that you can have poured over your hair in the hair-dressers' shops. And if you wish to carry your perfume into the world, slip a sachet into your notepaper where the paper will gradually become impregnated with the faintest fragrance.

Since we consider no suggestions worth following unless they are illustrated by concrete examples, we drew up for ourselves a chart of perfumes from the well-known makers that seemed to us especially pleasant for summer. Then, we checked it with the ladies who use the perfumes and the people who make and sell them, and here are our results, in tabulated form for your convenience, as an impetus to start out on the scent of summer.

A CHART FOR SUMMER

BOURJOIS
Evening in Paris Eau de Cologne
Evening in Paris Toilet Water

CARON
Bellodgia
Les Pois de Senteur
Mimosa
Acaciosa
En Avion

CHANEL
Number 5
Gardenia
Jasmin
Glamour
Number 22

CIRO
Réflexions
Doux Jasmin

CORDAY
La Promesse
Femme du Jour
Lilac
Sweet Pea
Violet
Muguet

COTY
Paris
Fougerai
Muguet
Emeraude
L'Aimant

GRENOVILLE
Avant l'été

GUERLAIN
Après l'Ondée
Vol de Nuit
Verbena Toilet Water
Impériale Eau de Cologne

HOUBIGANT
Le Temps des Lilas
La Rose France
Quelques Violettes
Violette Houbigant
Jasmin Floral

LUCIEN LELONG
N
J
Whisper

LENTHÉRIC
Bouquet Lenthéric Miracle
Bouquet Lenthéric Asphodèle
Bouquet Lenthéric Lotus d'Or
Bouquet Lenthéric Forêt Vierge
Bouquet Lenthéric Au Fil de l'Eau
Bouquet Lenthéric Le Numéro Douze

MARLY
Gardenia

MATCHABELLI
Carnation
Lilac
Mimosa
Jasmin
Violet
Lily of the Valley

F. MILLOT
Crêpe de Chine Eau de Toilette

MOLINELLE
Lilac
Gardenia
Beau Geste
English Roses

MOLYNEUX
Vivre
Le Chic

FERD MULHENS
4711 Eau de Cologne
4711 Tosca Eau de Cologne
4711 Rhinegold Eau de Cologne

D'ORSAY
Milord
Gardenia

JEAN PATOU
Moment Suprême

POTTER AND MOORE
Mitcham's Liquid Lavender

ROGER AND GALLET
Feu Follet
Le Jade
Pavots d'Argent

VIGNY
Heure Intime
Guili-Guili

VIONNET
Temptation

WEIL
Zibeline Eau de Cologne
Zibeline Eau de Toilette

YARDLEY
English Lavender
Fragrance
Orchis

YBRY
Eau de Cologne
Femme de Paris
Les Fleurs d'Ybry
The Buds

THE PERFECT COCKTAIL





"The Club Cocktails" are ready mixed for *instant* service . . . by cocktail experts of pre-prohibition days. Keep several bottles on ice! . . . When you want to impress favored guests, reach into refrigerator — pull out a chilly bottle of "The Club Cocktails" — and presto! You're pouring a delicious Martini (dry or regular) or a most delightful Manhattan.

Their superb, mellow flavor results from finest aged liquors scientifically blended . . . Serving "The Club Cocktails" is the neatest, most popular trick any host can turn!

THE CLUB COCKTAILS
Martinis *Dry Martinis* *Manhattans*

G. F. HEUBLEIN & BROTHER
HARTFORD, CONN. Established 1875
Also distillers of Milshire Dry Gin

This advertisement is not intended to offer the above products for sale or delivery in any state wherein the sale or use thereof is unlawful.



The sixth sense which is the birthright of discriminating people eventually guides them to

The CARLYLE

MADISON AVENUE at 76th ST.
NEW YORK

A RESIDENTIAL HOTEL
WITH A DISTINGUISHED CLIENTELE

Midtown Office
DOUGLAS L. ELLIMAN & CO., INC.
15 East 49th St. AGENT PLaza 3-9200



Summer Vogue

redates you . . . twice a month

For keeping you in touch with the chic world, for making you decorative, amusing and always two steps ahead—there's nothing like Vogue at any time. But Summer Vogue takes on added glitter, airier charm and special importance—you simply mustn't miss an issue.

In two weeks—you'll go to London, smartest capital of the hour. . . . How does one entertain Royalty? . . . What does a débutante think about when she checks court train and feathers and goes dancing, after being presented? . . . Where lies the lure of Ascot? . . . In what sacred precincts do London fashionables dine and shop? . . . Why does the Englishman set the masculine mode—and how can Americans get the effect? . . . Then Vogue whirls you over to Paris, for moods, clothes, and fads of the moment.

Two weeks later comes another Vogue—a scintillating cosmopolitan play, complete with things to do, wear, serve, and talk about. . . . A fortnight after, surprises crowd between still other lovely covers—and Vogue solves your problems again!

In August, as in July, Vogue takes charge—prevents the slump that attacks the average wardrobe and the average brain—and gets you ready, far ahead, for a conquering autumn!

Why not subscribe and make sure? Or reserve your copy at your nearest newsstand?

Vogue $5 a year . . . 24 copies . . . 35 cents a copy

CONDÉ NAST, PUBLISHER EDNA WOOLMAN CHASE, EDITOR IN CHIEF

This is the CONTINENTAL way to brighten your dinner

A liqueur is the least expensive of the great luxuries



Take a sip of Orange Curaçao and roll it under your tongue. You know it's made from oranges—you taste the sweet-bitterness of the peel. It has such a full, round flavor you feel you could almost bite on it. Take another sip, lean back and relax. If your dinner was mediocre, you begin to think better of it. If it was really good, now you are fully grateful.

Crème de Menthe is fresh and cool



Or try Crème de Menthe. It makes you think of a mint bed in the sun. Seems to help digestion, though maybe that's only your imagination. Or Apricot Liqueur with the neat flavor of the fruit. Or Triple Sec Blanc, a bland, delicious morsel (and the prime ingredient of Side-Cars, though the recipes use another name).

Cognac—15 Years Old



Or Cognac. But be sure you look for the Cusenier *Three Crowns* when you buy Cognac. They mean it is 15 years old—although it costs no more than many only 5. A sound, mellow brandy, Cusenier.

This Is Civilized Drinking

Sipping a thimbleful of any of these to complete your dinner is a gracious and urbane custom. It is certainly temperate. And it is really very inexpensive.

A Bottle Lasts A Long Time

Most people serve cordials to guests, but a bottle lasts so long that nearly everyone can afford to brighten *family* dinners with them.

There are so many other exciting kinds—Blackberry and Crème de Cacao and Peach and even Crème de Roses. Pick out one the next time you go to your dealer's. We hope it will be a Cusenier cordial because they are really very good.

CUSENIER CORDIALS

Imported and Guaranteed by

W. A. TAYLOR & CO., N. Y.

This advertisement is not intended to offer this product for sale or delivery in any state or community wherein the advertising, sale or use thereof is unlawful.

PARIS CUTS UP

(CONTINUED FROM PAGE 52)

with black dots. At Alix's—who, by the way, has moved into pleasant new quarters done all in white—there are two: a white embroidered linen one and a rich Persian brocade one, the latter worn over a coppery brown ciré satin dress. The other Asiatic coat—and the Oh's and Ah's it brought forth were quite overwhelming—is Alix's long white Bedouin wrap of silk jersey, a coat with the glamour of the Arabian Nights about it. When the mannequin entered, arms folded, the coat, shroud-like, mysteriously defied analysis. When she unfolded her arms, you discovered that the sleeves had angel wings falling clear to the floor. Another white coat that we must not forget to mention is Chanel's—a long coat of white tussur, double-breasted, tailored, simple, but inordinately smart.

FEATHERS AND FUR

One evening coat, however, never makes a summer. One craves, into the bargain, legions of silly frivolous little capes or jackets. New among the feathered tribe is a shoulder cape of kingfisher plumage—delicious iridescent green and blue feathers—which Augustabernard flings over a greenish-black dinner-dress. Clouds of ultra-violet tulle are what Maggy Rouff uses for a cape on a lemon-yellow organdie dress. A colour scheme worth noting! At Molyneux's, there's a fantastic cape of nothing but giant scarlet poppies, with black hearts, which would "make" any dress. Paquin is doing new things with silver fox for cooler nights—looping the skins around your armholes, joining the heads and tails in back, thus achieving a bolero effect, left wide open in front. And Worth gives you an enchanting surprise by mounting silver fox on—of all things—scarfs of ruffled organdie and lace.

Lace is drifting back into all the collections, which should cause jubilation throughout the land. For, was there ever a more generally satisfactory, a more generally becoming item in any wardrobe? A lipstick-red lace dress is a delight at Lelong's, though his black, brown, and royal-blues are equally tempting. There are black and white ones at Augustabernard's, angelic pastel ones at Chanel's, a white one, tucked all over, at Paquin's. The majority are of flat Chantilly types, though Patou introduces a cross-barred black one very strict in feeling.

VEILS AND MANTILLAS

A Venetian chin veil of lace! For one of the most whimsical lace ideas of the moment—credit Schiaparelli. Turning the tables in her usual unpredictable way, she gives you a starched black lace veil that screens—not your eyes and nose in customary fashion—but your chin and mouth. (We show it on page 53.) In reality, it is nothing but a scarf, starched stiffly enough to stand up around your chin. But the effect—very Venetian, decidedly flirtatious. Another veil—while we're on the subject—from this same fountain of ideas is equally astonishing. It's a Spanish mantilla, meant—not for bull-fights or church—but for the beach. Of scarlet or sailor-blue tulle, it hangs from a silly Spanish beach hat and serves as a defence against sunburn or for the more noble purpose of pure decoration. At the same time, you wrap around your loins a Castilian red plaid beach skirt—the result out-Carmens Carmen. But more about beach things anon.

Goya hats and Scotch berets. Over the Pyrenees, Schiaparelli goes for other ideas: her bold, large Goya hats of black straw that roll dashingly up in back and dip low over the eyes; and her wide leather Spanish belts that are fastened with barbaric spike nails—six inches long, no less! On the other hand, her newest berets are of pure Scotch extraction—fulness yanked forward like a Highlander's, fabric an authentic clan plaid. While big dramatic brims have the better of it in Paris at the moment, berets and medium-sized brims are not absent. One of the newest medium-sized hats is from Maria Guy—a felt with a brim wide in back, but practically nil in front, not unlike the hat of a British bobby or a New York fireman. You can see it on page 54 on the head of the girl wearing Marcel Rochas' tailleur with the wine-red wool skirt and checked surah jacket.

CHECKING UP ON CHECKS

Checks flourish at all hours. Far, far into the night, they pursue their checked career. There's an evening sack coat of vivid blue-and-white checked taffeta at Molyneux's, worn over a dress with a dead-white skirt and a checked taffeta blouse, that we endorse enthusiastically. (You can see it on page 55.) You couldn't go wrong with that boldly checked taffeta dress at Lelong's, with that black checked organza at Vera Borea's, or with Mirande's black-and-white checked evening tailleur. Never have day checks looked so tidy as in the pin-checked suit of Lelong's, the skirt of which is pressed like a man's trousers. We show it to you on page 54. Patou has a strong liking for black-and-white surah checks, Chanel neat ones in all sizes, Bruyère both checks and plaids. For sports, horse-blanket checks are something new—as in Worth's green-and-white checked jacket, hat, and blouse, worn with a green wool skirt and shown on page 53. There are even rubber checks—a new Lastex checked stuff you'd swear was wool—which Dilkusha uses for a smart tailleur.

Tailleurs and more tailleurs. On sweeps the tidal wave of tailored clothes. Many dinner-suits are almost as uncompromisingly severe as men's smokers. Semiformal Directoire suits are the love of the evening. By that, we mean short, fitted jackets with mannish lapels, vents in back, and long, narrow sleeves, worn over simple dresses. A perfect example is one from Paquin; the jacket of black crêpe with white squares, the dress of the print in reverse, white with black squares, shown on page 54. One of the new tricks in day tailleurs is a jacket that doesn't quite meet in front. It may stand open two or three inches—as does the jacket of Jodelle's blue flax tailleur. We told you how narrow everything looks. Here (Continued on page 127)



$4.50

DR. WALTER'S famous flesh colored gum rubber garments.

LATEST BRASSIERE
2 to 3 inch compression at once. Gives a trim, youthful new style figure. Send bust measure. $2.25

REDUCING GIRDLE
2 to 3 inch compression at once. Takes place of corset. Beautifully made, very comfortable; laced at back. Send waist and hip measures. $4.50



$3.50

ABDOMINAL REDUCER
for men and women.
This pure gum rubber belt supports the body and greatly adds to one's comfort and appearance. Laced at back. Send waist and abdominal measures. $3.50

My flesh colored gum rubber hose relieve swelling and varicose veins. Fit like a glove. Send ankle and calf measures.



9 inch $5.00 pair
14 inch $6.75 "
11 inch $3.75 pair
(not covering foot)

All garments are made of pure gum rubber—flesh colored. Write for literature. Send check or money order! No cash.

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions.

DR. JEANNE B. WALTER
389 Fifth Ave., N. Y. *Near 36th St. Suite 605*
Los Angeles: Adele Millar, 3809 W. 7th St.
Philadelphia: "Harrie," 223 South 11th St.

KISSES WON'T TELL



New-type lipstick can't smudge off, even on napkins or towels, because it's on to stay!

★PERMAPOINT★
Most indelible of all lipsticks

Here at last is a lipstick that simply *does not come off*. A single application of Permapoint glorifies your lips with bright, alluring color that actually lasts all day.

No other lipstick is, or can be, like Permapoint. A special-design applicator-case and a new-type cosmetic—soft, smooth, non-drying—make Permapoint the easiest to use and the most indelible of lipsticks.

And so convenient. No more blunt, worn-down end. Permanently pointed case shapes the lips quicker and better and prevents soiling fingers and gloves. Solidly filled, it provides more cosmetic.

But, best of all, *Permapoint is the most indelible lipstick money can buy.*

Forget what's left of your old-style lipstick. Let your lips be *always* at their most alluring best—beginning NOW. Permapoint is sold at department stores. If you don't find it, send direct.



$1.00

Four exquisite shades
Vivid · Light · Raspberry · Medium

Quintess, Inc., 220 E. 42nd St., New York

I enclose $1. Send me postpaid Permapoint in shade checked.

☐ Vivid (very bright). ☐ Light (a most attractive average shade). ☐ Raspberry (very becoming to dark hair and light skin). ☐ Medium (for decided brunettes). Or mark with your present lipstick in margin. We will send corresponding Permapoint shade.

Name ..... Vo

Address .....

PARIS CUTS UP

(CONTINUED FROM PAGE 126)

is more proof. Jackets so narrow, so skimpy—they fail to meet. It's all done purposely, of course. You see the same stunt on Worth's white sports suit—a suit of a nice, raspy flax, its jacket standing open an inch or so, held that way by a latchet from each end of which a tassel dangles.

SMART ODDS AND ENDS

Hook-up curiosities and other trivia. Curious and more curiouser are the devices by which the dressmakers are fastening clothes. They seem to have gone insane on the subject. In place of the humble hook-and-eye, or button-and-buttonhole, you run across Heaven-knows-what. Lily-white hand-clasps. Skewers and savage nail spikes. Clips shaped into pigeons and swallows. Wire feathers. Rhinoceros-hide thongs. Sea-shells—yes, still. And even hunky cubes of pumice-stone in lieu of buttons.

One of the newest gloves is Marcel Rochas' suède pair with your monogram, in shiny leather, sewed on the back of your hand. Worth's flax gloves are vented on top and encircled with chain bracelets. Alix makes belts of green *phoque*—the inch-thick hide of a certain species of seal. It must be one from the North Pole, with a hide that thick. And scouting for new flowers, we locate an enormous yellow sunflower—the species that once grew in our backyard, sprouting at the waist of a Maggy Rouff's evening dress. A full-blown pink peony, nearly as large as your head, blooms on the shoulder of one of her evening coats. A spray of apple-blossoms meanders over the hip of a Worth organdie. And the beloved camellias are worn in a new way—at the back of a belt on Mirande's black evening dress.

Beach clothes. All beach clothes start with a conventional maillot. But there, convention ends. After that, you follow almost any impulse. Baba and Company—Princesse Jean-Louis de Faucigny-Lucinge's shop (ballyhooed on pages 62 and 63)—sends you forth in Tyrolian fantasies, Alpine feathered hats, Bavarian jackets, and shorts held up with native suspenders. The latest defence against sunburn is the Spanish mantilla, already described, and shown on page 86—a scarlet or blue one flowing from a silly Castilian beach hat. The Princess Dilkusha de Rohan outfits you, from the skin out, in rubber—Lastex maillots, shorts, aprons, skirts, capes. Her argument—that they dry so quickly and fit so beautifully—sounds reasonable. Vera Borea invents a new canvas beach shoe with a purpose other than just saving your soles. It has a pocket on the side of the heel, for saving your money, keys, or matches. All the beach skirts are much shorter than last year, mere knee-length aprons that tie around you. Baba and Company offers a Scotch one all kilts in the back, and Mainbocher makes delightful ones out of patterned chintzes.

SHIPSHAPE ON LAND

Shorts and slacks are tailored and shipshape. Even a Vice-Admiral could probably find no flaw in the regulation blue flannel trousers and reefer jacket that Lanvin tailors so carefully. Some slacks end midway between the calf and ankle and have their hems rolled up—just as if a fisherman had turned them back when he waded out for his nets. Patou amused his audience by sending out, chorus fashion, three mannequins—Titi, Tonton, and Toto—all in sailor-inspired beach clothes. Shorts for tennis are practically the rule. If your official tennis-court, like Wimbledon, frowns on them, there's a new knee-length tennis skirt slit up to the hips, which you button over your shorts. More slits, you see! Slits to the bitter end!



3460 3461 3460 3466

• APRON SET No. 3460 includes the two versions sketched above. It is designed for sizes 2 to 8 years
• BOYS' SUIT No. 3461 is designed for sizes 2 to 4
• BOYS' DRESS No. 3466 is designed for 6 months, 1 year

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Such BEAUTY

BEGIN WITH THE HAIR



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Warner Bros. First National Pictures

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PERMANENT WAVES

The distinctive loveliness of alluring waves enhances the charm and glamour of even the most beautiful of women. Gabrieleen Permanent Waves provide the flattering combination of natural coiffure and hair with lustrous sheen. The reconditioning oils of Gabrieleen actually benefit all types of hair, whether blond or brunette, dyed, or bleached, white or gray. Gabrieleen is kind to your hair—for safety, be sure the name appears on the pads and compound used for your next permanent. Send for the free brochure "Beauty Begins with the Hair."

GABRIELEEN COMPANY, INC.



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How to order Vogue Patterns by mail

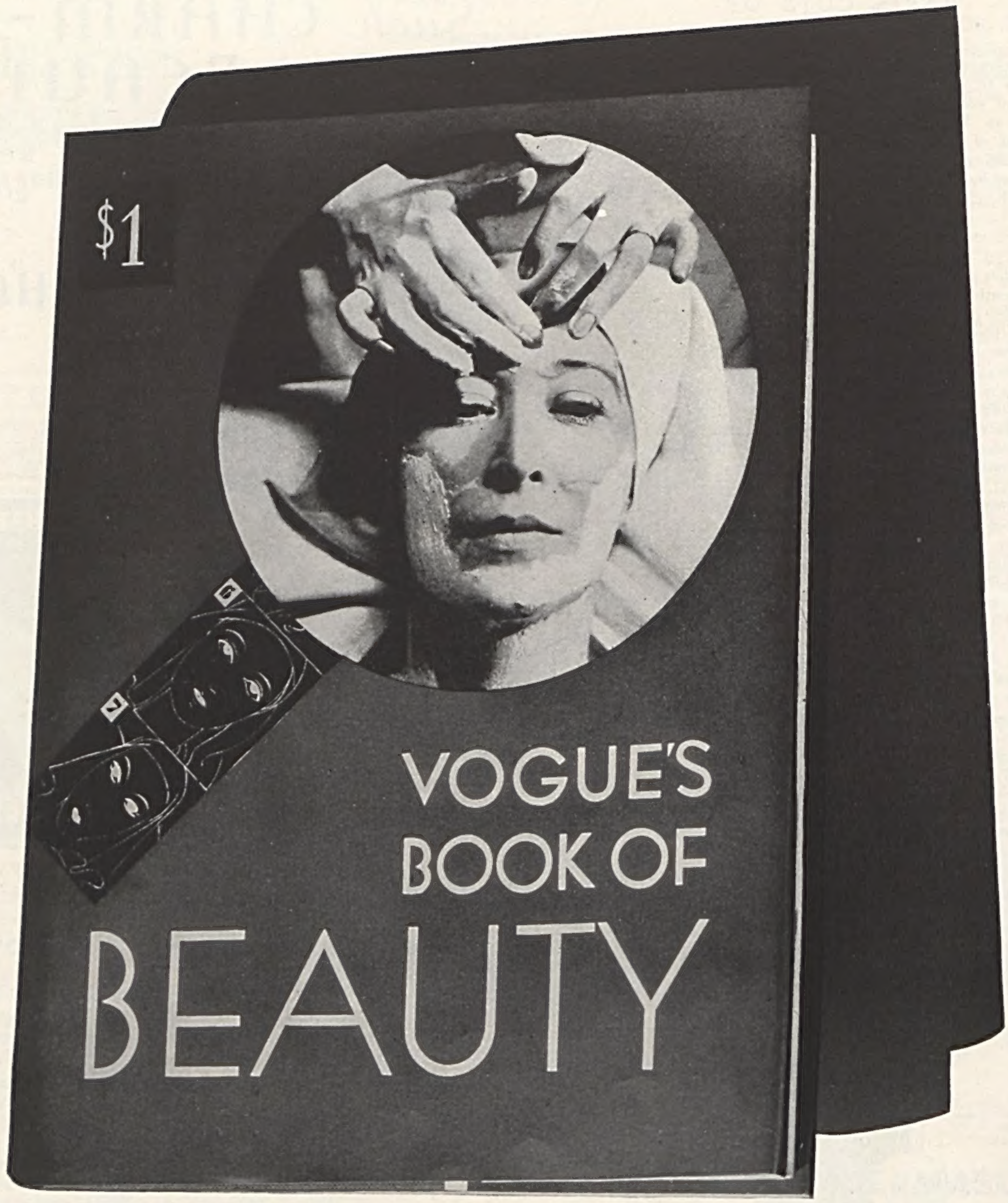
Vogue Patterns may be ordered by mail from any of their distributors; or from Vogue Pattern Service, Greenwich, Conn., or from 1196 The Merchandise Mart, Chicago, Ill., or 523 Mission Street, San Francisco, California, or, in Canada, 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

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308	2.00	6671	.60
309	2.00	6682	.50
3469	.30	6683	.50
3470	.30	6684	.50
3471	.30	6685	60
3472	.30	6686	.75
3473	.30	6687	.50
3474	.30	6688	.40
S-3717	1.00	6689	.40
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6562	.40	6691	.75



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VM 6-1-34

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The two sisters made their début in Richmond but they take an active interest in the crops and are in the saddle most of the day, riding their acres. They have five saddle horses, one of which is unnamed and called simply "My horse" but all their four dogs boast given names. Both sisters smoke Camel cigarettes and for different reasons.



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